FEBRUARY 7, 1949 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

TECHNOLOGY DEPARTMENT
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DETROIT

THE WEST HAS WINGS! Denver's busy airport ranks eighth in traffic handled by airports of the United States. More than 50 scheduled flights take off daily to all parts of the country. Already the headquarters of progressive Continental, Challenger, and Monarch air lines, and important terminals of Braniff, Slick, and Western air lines, Denver was recently selected as headquarters for all flight operations, maintenance, engineering, communications and passenger handling of United Air Lines, and several hundred UAL personnel have moved to Denver, bringing the total number to 1,200 UAL employees in Denver. Denver's rapid growth as an air transportation center is further evidence of the diversification—the solid economy—of the Rocky Mountain West.

Keeping abreast with the wings of the west is KLZ's Sunday morning "Wing Tips," written by air-wise Frances Carpenter. Wind velocities, ceilings and weather forecasts are familiar listening to Colorado's "Flying Farmers" and private fliers. Another reason, too, why KLZ's service to the area makes it a top favorite in the Rocky Mountain market.

KLZ

5000 WATTS ON 560 KILOCYCLES

CBS in Denver

Affiliated in Management with WKY, Oklahoma City, and The Oklahoma Publishing Company

REPRESENTED BY THE KATZ AGENCY, INC.

KMBC KFRM

HEART BEATS

Kansas City, Missouri — *from the Heart of America* — Trade Paper Edition

KFRM Wins Heart of America Listeners

CRONKITE NAMED WASHINGTON CORRESPONDENT FOR KMBC-KFRM

Walter Cronkite, former United Press Foreign Correspondent, has been named Washington correspondent for The KMBC-KFRM Team, Arthur B. Church, president, has announced.

Cronkite has established headquarters in Washington, and will begin his reporting shortly after the first of February.

Each of the two stations will program Cronkite on a short news spot daily. In addition, he will provide two quarter-hour programs weekly for each of the stations. One of them will be a general commentary and interview program of significance to the Kansas City Trade area. The second 15-minute program will be supplied each station on a localized basis, including Washington activities of interest to local listeners, and interviews with Congressmen from Missouri and Kansas.

Cronkite returned in September from two years as Moscow Bureau Manager for the United Press. Prior to that assignment, he was Foreign Correspondent with the wire service, in Europe. He covered the air war over Germany, the Battle of North Atlantic, the Normandy invasion, and established United Press coverage of the Nuremberg trials.

The Texas Rangers Appear on Television

The KMBC-KFRM Texas Rangers, now in Hollywood for movie and radio commitments, on January third inaugurated a new television program series on KTTV, Los Angeles. They will be scheduled each Monday evening on the new series.

The male quartet of the Texas Rangers, then billed as the Midwesterners, first appeared on television 15 years ago . . . in Kansas City, on W-9XAL, experimental television station programmed by KMBC.

KMBC-KFRM Team Ranks First

DAYTIME AMONG ALL BROADCASTERS IN KANSAS CITY PRIMARY TRADE AREA

The KMBC-KFRM Team made new records in audience building in its first year of operations. After less than ten months of KFRM operation that station attained top ranking in the area it serves. And, teamed with KMBC, The KMBC-KFRM Team ranks first by a wide margin among all broadcasters in the Kansas City Primary Trade area, according to Conlan and Associates, radio survey company.

The Conlan survey, completed in October, and published in three books, is believed to be the largest coincidental survey of its kind ever published. More than 100,000 calls were made during a one-week period in the Kansas City Primary Trade area. This Area Study, extending west from Central Missouri to Colorado, also includes counties in Nebraska and Oklahoma, and covers the 8 a.m. to 6:30 p.m. period throughout the one week period in early October, 1948.

The survey is essentially rural in character, as it excludes the larger cities—Kansas City (both Missouri and Kansas), St. Joseph, Topeka, Salina, Hutchinson and Wichita, and was limited to these hours as KFRM went on the air as a daytime station.

The KMBC Area Study shows that KMBC is the most listened to station, daytime, within an average radius of slightly over 100 miles from Kansas City!

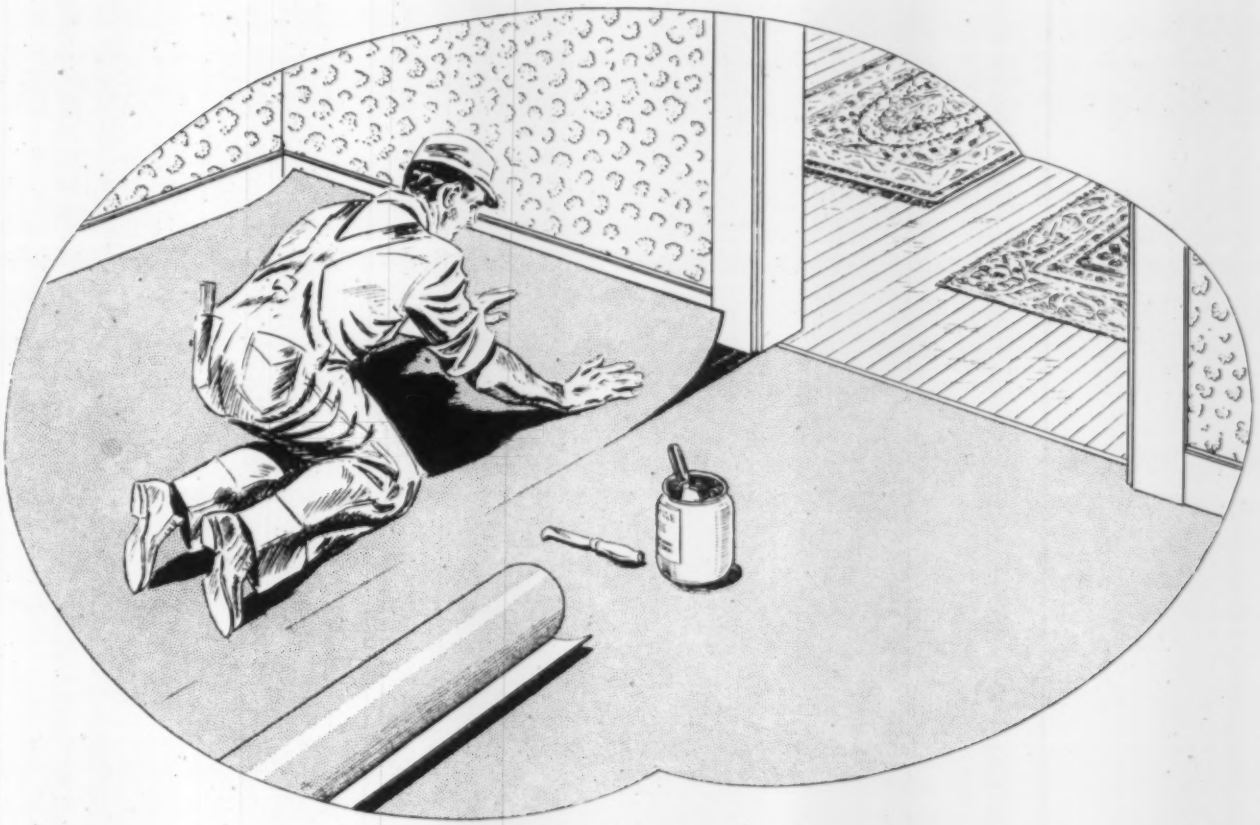
The KFRM Area Study proves KFRM is the most listened to station daytime in Kansas within KFRM's half-millivolt contour!

Arthur B. Church, president and founder of The KMBC-KFRM Team, in commenting on this remarkable success story, gives major credit to KFRM's unprecedented audience building record to his program people. Mr. Church insists that the KMBC-KFRM Staff, numbering more than 130, is the greatest and best any U. S. broadcaster can boast.

WIDESPREAD COVERAGE . . .

Shaded map shows mail response in KFRM's December contest, together with KMBC-KFRM contours.

For COMPLETE COVERAGE —



BUY YANKEE HOME-TOWN STATIONS

When you come into New England you are in Yankee Network territory. With Yankee and only Yankee can you reach effectively all of the city and suburban centers of retail buying.

There's a Yankee home-town station in every important market from Bridgeport to Bangor — a total of 24, each with a local audience for Mutual and Yankee programs.

In other words, you can buy New England coverage in one piece and be sure of what you are getting if you buy Yankee's 24 home-town stations.

Wherever Yankee goes it is intensely local, completely penetrates its market. No dead spots. No hit-or-miss. It delivers for the local merchants. It can deliver for you in local impact everywhere. That means New England wide attention and sales.

Buy Yankee — and buy right.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second-class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING at deadline

Closed Circuit

DESPITE all those big things happening at CBS, network is being plagued these days with constantly recurring reports of bigger things that haven't happened. CBS front office reports: (1) Chairman William S. Paley hasn't and doesn't intend selling out or relinquishing his substantial control; (2) CBS may sometime acquire radio manufacturing company, and has had several preliminary conversations, but there's nothing presently in works; (3) CBS is doing very well with its present executive organization and no changes are contemplated.

ONE RAY of light in otherwise bleak Broadcast Measurement Bureau financial outlook was action last week of New York Collector of Internal Revenue in remanding disputed $100,000 tax claim to Internal Revenue headquarters for reconsideration. BMB claims exemption as nonprofit corporation and has held fund in contingent reserve. If BMB is adjudged tax exempt, as are Audit Bureau of Circulations and similar entities, its outlook would be infinitely brighter.

FOOTE, CONE & BELDING has optioned new daytime audience participation five-weekly half-hour format featuring Vera Vague reportedly for consideration by Toni Co. Packaged by Jack Creamer and Lee Strahorn, program is to be aired from tape instead of platter.

DESPITE Senate subcommittee contention [BROADCASTING, Jan. 31] that Communications Act does not contemplate FCC reorganization into panel structure, FCC is still pursuing plan to streamline operations. Realignment may be along functional lines, with directors to head broadcast, common carrier, and safety and special services units and with FCC to ratify actions and decide broad policy.

SPECIAL affiliates meeting of NBC called for Chicago Feb. 28-March 1 under present plans will be segregated into two sessions—first day, program situation; second day, television. FCC Chairman Wayne Coy will address second day luncheon session.

ONE of two midwestern campus sites to be picked for industry's first program clinic in June. Under NAB auspices, clinic will be devoid of fancy hotel trappings, campus board and room rates prevailing along with strictly workshop theme.

NOW THAT Clear Channel Group has named Lou Ruppel, former CBS publicity director as its Washington director, speculation centers around upcoming appointment of his opposite number by Ed Craney's newly organized anti-clear channel group (as yet without formal name). It's expected that Former Senator

(Continued on page 86)

Upcoming

Feb. 8: Hearing before FTC on motions of American Tobacco Co., Washington.

Feb. 9-13: Los Angeles Advertising Women Inc. fifth annual conference, KMPC Hollywood.

Feb. 14-16: NAB Board of Directors meeting, Roosevelt Hotel, New Orleans.

Feb. 21: FCC Hearing on G. A. Richards' news policies, Federal Bldg., Los Angeles.

(Other Upcoming on page 58)

Bulletins

FRANK M. FOLSOM, RCA president, announced Friday that at New York board meeting, company declared dividend of 87½ cents per share on outstanding shares of $3.50 cumulative first preferred stock, for the period from Jan. 1 to March 31, 1949. Dividend payable April 1 to holders of record at close of business March 7, 1949.

ABC signed affiliation agreement Friday with WMCT (TV) Memphis. Station, owned by Memphis Publishing Co. and operating on Channel 4, on air commercially since Dec. 11, 1948. Addition of WMCT brings total ABC video outlets to 21.

EARL M. JOHNSON NAMED TO MBS VICE PRESIDENCY

ELECTION of Earl M. Johnson, director of station relations and engineering, to vice presidency in charge of same departments was voted by MBS board of directors at meeting in Washington Friday. He added station relations to his engineering duties Jan. 1 when Robert A. Schmid was promoted to program sales vice presidency.

Mr. Johnson has been with MBS for past two years and was formerly in FCC engineering department. During war he was assigned to Chief Signal Office.

MBS board members paid call on President Truman Friday.

TIME SALES CLINIC PLANNED IN N. Y. BY FM ASSN.

FM TIME Sales Clinic will be held April 1 in New York under auspices of FM Assn. Objective is to fill in "some of the blanks in current thinking and appreciation of FM coverage and of its effectiveness as a sales-producing medium," said William E. Ware, KFMX Council Bluffs, Ia., FMA president.

Time buyers, other agency officials and advertisers among those to be invited. Mr. Ware pointed to 35% increase in FM set output last year compared to AM output, with audience growing rapidly. New data from rural and urban areas to be presented. Site for meeting not yet selected.

Business Briefly

NEW BLOCK PRODUCT • Block Dru Co., Jersey City (Amm-I-Dent), new tooth powder, has appointed Cecil & Presbrey, New York, for advertising campaign. Spot an nouncements will be placed starting Feb. 7.

GF SPONSORS 'GOLDBERGS' • Genera Foods, New York (Sanka coffee), effectiv March 28 will sponsor *The Goldbergs* on CBS TV network, Mondays 9-9:30 p.m. Agency Young & Rubicam, New York.

OLDSMOBILE TV • Oldsmobile Div., Ge eral Motors, Detroit, begins sponsorship Tuesday and Thursday telecasts of CBS televi sion news, weekdays 7:30-7.45 p.m., on CB east and midwest network effective Feb. 2 Agency, D. P. Brother Inc., Detroit.

EAST TV TO COAST • KNBH (TV) Holly wood presenting two NBC eastern video shows *Chesterfield Supper Club* (Liggett & Myer Tobacco Co.) started last Thursday. *Texac Star Theatre* (Texas Co.) starts Feb. 8. Agen cies, Newell-Emmett, New York, for L&M Kudner, New York, for Texas Co.

3 LEAVE PETRY, FORM OWN FIRM

NEW station representative firm, confined ex clusively to representation of television sta tions, being formed in New York under nam of Harrington, Righter & Parsons. Officers are: John E. (Jack) Harrington Jr., presi dent; Volney (Turk) Righter, vice presiden and treasurer, and James O. Parsons Jr., vic president and secretary. All were formerl salesmen with Edward Petry & Co., resigning Feb. 3.

BIG ADMIRAL BUDGET

ADMIRAL Corp., Chicago, will spend $750,00 on television advertising in 1949. TV will ab sorb major portion of firm's $8 million 1949 ad vertising-promotion budget, especially in firs quarter. Admiral estimates 60% of its 194 sales volume will come from sale of 400,000 TV and combination receivers. Agencies, Crutte den & Eger and Tatham-Laird, Chicag Kudner, New York, and Joseph W. Hicks, Chi cago (public relations).

WFIL BUYS TIME ON 5

WFIL Philadelphia, under direction of Ge eral Manager Roger W. Clipp, has purchase daily sign-off spots on five daytime stations i area to promote WFIL programs. As station leave air they call attention to top evening programs of WFIL, urge listeners to tune thi station. Daytimers are WNAR Norristown WPWA and WVCH Chester, WKDN Camden and WJMJ Philadelphia.

BROADCASTING
Comparative Network Program Schedule
February 1949

Yeah, but can he lift a sales curve?

EVENING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Lee Hats Drew Pearson (226) R	Prudential Ins. Family Hour (151)	Quaker Oats Roy Rogers Show (497)	Catholic Hour S
6:15	Seeman Bros. Mon. Headlines (214) R	"	"	
6:30	Goodyear Tire Greatest Story Ever Told (213)	Coca-Cola Spotlight Review (166) *	Cudahy Packing Nick Carter (483)	Int. Silver Co. Ozzie & Harriet (149)
6:45	"	"	"	"
7:00	Go For The House S	Amer. Tob. Co. Jack Benny (174) R	Adv. of the Falcon S	Philip Morris Horace Heidt (182)
7:15	"	"	"	"
7:30	American Oil Co. Carnegie Hall (188)	Lever Bros. Amos 'n' Andy (150)	Mutual Benefit Mayor of Town (485)	Rexall Co. Faye & Harris (183)
7:45	"	"	7:55-8 *	"
8:00	Smith Bros. Stop The Music (173)	Wildroot Sam Spade (168)	Co-op A. L. Alexander	Ford Motor Co. Fred Allen (166)
8:15	Eversharp, Inc. (173)	"	"	"
8:30	Speidel Corp. (171)	Frigidaire Lum 'n' Abner (164)	Music	NBC Theatre S
8:45	Old Gold Cigarettes (173)	"	"	"
9:00	Kaiser-Frazer Walter Winchell (272)	Electric Cos. Electric Theatre Helen Hayes (159)	Under Arrest	Sterling Drug Manhattan M.-Go-R. (151)
9:15	Andrew Jergens Louella Parsons (204)	"	"	"
9:30	U. S. Steel Corp. Theatre Guild on The Air (241)	Col.-Palm.-Peet Our Miss Brooks (151)	Carter Products Jimmy Fidler (47)	Sterling Drug Album Familiar Music (154)
9:45	"	"	Twin Views Of The News S	"
10:00	"	Life with Luigi	Secret Missions	Eversharp Take It or Leave It (164)
10:15	"	"	"	"
10:30	Carter Products Jimmie Fidler (70)	It Pays to Be Ignorant S	Don Wright Chorus S	Who Said That? S
10:45	Sokolsky S	"	"	"

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (72)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You And — S	"	Clem McCarthy 6-15-6-30 S
6:30	"		"	Sketches in Melody 6-30-6-45 S
6:45	"	P & G Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (33)
7:00	Co-op Headline Edition (53) *	P & G Beulah (79)	Co-op Fulton Lewis (291)	Liggett & Myers Supper Club (182) R
7:15	Co-op Elmer Davis (46)	P & G Jack Smith (82) R	Dinner Date	Miles Labs. News of World (153)
7:30	General Mills Lone Ranger (175) R	Campbell Soup Club 15 (152)	News	Echoes from the Tropics S
7:45	"	Campbell Soup Ed. R. Murrow (153)	Bayuk Cigars Inside of Sports (106)	Pure Oil Co. Kaltenborn (32)
8:00	Assn.Amer.RR. Railroad Hour (270)	Bromo Seltzer Inner Sanctum (154) R	National Biscuit Straight Arrow	DuPont & Co. Calvacade of America (152)
8:15	"	"	"	"
8:30	"	Lever Bros. Godfrey's Talent Scouts (152) R	Trimount Sherlock Holmes (230)	Firestone Voice Firestone (148)
8:45	Henry Taylor General Motors (262)	"	"	"
9:00	Let's Go to the Met.	Lever-Lux Lux Radio Theatre (154)	Noxzema Gabriel Heatter (238)	Bell Telephone Telephone Hour (150) R
9:15	"	"	Co-op Mutual Newsreel	"
9:30	Stars in the Night S	"	Mail Pouch Fishing & Hunting Club	Mars Inc. Dr. I. Q. (131)
9:45	"	"	"	"
10:00	Elec. Workers Arthur Gaeth (97)	Lever-Pep'dent My Friend Irma (153)	Universal Carloading, Am. Forum (12)	Carnation Co. Contented Hr. (157)
10:15	Earl Godwin S	"	"	"
10:30	On Trial S	R. J. Reynolds Bob Hawk (160)	Orchestra S	Radio City Playhouse S
10:45	"	"	"	"

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (72)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You And — S	"	Clem McCarthy 6-15-6-30 S
6:30	"		"	Sketches in Melody 6-30-6-45 S
6:45	"	P & G Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (33)
7:00	Co-op Headline Edition (53) *	P & G Beulah (79)	Fulton Lewis Jr. (291)	Liggett & Myers Supper Club (182) R
7:15	Co-op Elmer Davis (46)	P & G Jack Smith (82) R	Orchestra S	Miles Labs. News of World (140)
7:30	Pepsi-Cola Counter-Spy (258)	Campbell Soup Club 15 (154)	News	Dardanelle Trio S
7:45	"	Campbell Soup Ed. R. Murrow (152)	Bayuk Cigars Inside Sports (106)	Pure Oil Co. R. Harkness (25)
8:00	Youth Asks the Government S	Sterling Drug Mystery Theater (149) R	George O'Hanlan	Philip Morris This Your Life (144) R
8:15	Earl Godwin S	"	"	"
8:30	Co-op Town Meeting (56)	C P P T'th Pwdr Mr. Mrs. North (151) R	Official Detective (139) S	Lewis Howe Co. Alan Young Show (151)
8:45	"	"	"	"
9:00		Gulf Oil We the People (121)	Serutan Co. Gabriel Heatter (218)	Lever Bros. Swan, Bob Hope (153)
9:15	"	"	Co-op Mutual Newsreel	"
9:30	Chr. Sc. Monitor Views the News R	Morey Amsterdam Show S	Lone Wolf S	Johnson Wax Fibber McGee & Molly (165)
9:45	Detroit Symphony S	"	"	"
10:00	"	DeSoto Plym'th Hit the Jackpot (166)	Korn's-A-Krackin' S	Lever Bros. Big Town (133)
10:15	"	"	"	"
10:30	CIO It's in the Family NAM It's Your Business	mr. ace & JANE S	Orchestra S	Brown & W'mson PeopleAreFunny (163)
10:45	"	"	"	"

DAYTIME

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Concert Hall S	World News	Tone Tapestries S	Co-op World News W. W. Chaplin
9:15	"	E. Power Biggs S	"	Story to Order S
9:30	"	"	Mutual Chamber Music Ensemble S	Bach Aria Group S
9:45	"	Trinity Choir S	"	Hudson Coal Co. D. & H. Miners (13)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (265)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Southernaires S	"	Voice of Prophecy (265)	Western Auto Circle Arrow (57)
10:45	"	Church of Air S	"	Organist Geo. Crook 10:30-11:00 S
11:00	Fine Arts Quartet S	Bill Costello S *	Christian Ref. Church, Back To God (251)	Faultless Starch Starch Time (42)
11:15	"	Newsmakers S	"	"
11:30	Hour of Faith S	Salt Lake City Tabernacle S	Northwestern U Review S	New Hilites S
11:45	"	"	"	Campana Solitair Time (19)
12:00 N	George F. Putnam S	Invitation to Learning S	Wings Over Jordan S	Silver Strings S
12:15 PM	Foreign Reporter S	"	"	"
12:30	Piano Playhouse	People's Platform S	Lutheran Hour Dr. W. Maier (384)	Eternal Light S
12:45	"	"	"	"
1:00	Almanac S	Joseph C. Harsch S	Piedmont Shirt Wm. L. Shirer (341)	America United S
1:15	Editor at Home S	Elmo Roper S	Doubleday John B. Kennedy (61)	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	General Mills Breakfast Club (212) R	Co-op News	Co-op Henry LaCossitt (30)	Honeymoon in New York S
9:15	Swift & Co. Breakfast Club (127) R	Barnyard Follies S	Co-op Tell Your Neighbor	"
9:30	"	"	"	Clevelandaires S
9:45	Philco Corp. Breakfast Club (242)	"	Bob Poole Show	"
10:00	Libby, McNeill My True Story (194) R	Music For You S	Co-op Cecil Brown (48)	Fred Waring Show (162) *
10:15	"	"	Faith Our Time * S	"
10:30	General Mills Betty Crocker (191) R	Gold Seal Arthur Godfrey (166)	Say with Music Willard's Orch. S	P & G Road of Life (156)
10:45	Eleanor & Anna S *	National Biscuit Arthur Godfrey (166) R	"	P & G The Brighter Day (154)
11:00	Get More Out of Life, William H. Wise (114)	Liggett & Myers Arthur Godfrey (165)	Co-op Passing Parade Nesbitt (30)	Dr. Paul S
11:15	At Home with the Kirkwoods S	"	Serutan Victor Lindlahr (99)	Manhattan Soap We Love and Learn (150)
11:30	West.Elec.Corp. Ted Malone (209)	Contin'al Baking Grand Slam (48)	Co-op Heatter's Mailbag	Prudential Ins. Jack Berch (136)
11:45	Pillsbury Mills Galen Drake	P & G Rosemary (61)	Lanny Ross	B. T. Babbitt Lora Lawton (77)
12:00 N	P & G Welcome Trav. (183)	General Foods Wendy Warren (145)	Co-op Kate Smith Speaks (190)	"
12:15 PM	"	Lever Bros. Aunt Jenny (83)	Philip Morris Kate Smith Sings (223)	TBA
12:30	Out of Service	Whitehall Helen Trent (84)	Co-op Luncheon at Sardi's	Wards & Music S
12:45	"	Whitehall Our Gal Sunday (84)	"	"
1:00	Co-op Baukhage (92)	P & G Big Sister (98)	Co-op Cedric Foster (126)	Special Music S
1:15	Co-op Nancy Craig (11)	P & G Ma Perkins (80)	Co-op Happy Gang	"

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Shopper's Special S	Co-op News	(Network Opens 9:30 A.M.)	Mind Your Manners S
9:15	"	Barnyard Follies S	"	"
9:30	"	"	News	Coffee in Washington S
9:45	"	Ferry-Morse Garden Gate (167)	"	
10:00	American Jazz S	Red Barber S	Ozark Valley Folks	Archie Andrews
10:15	"	"	"	"
10:30	Posner Shoes Big 'n' Little Club (3)	Romance S	Benj. Moore Your Home Beautiful S	Pet Milk Mary Lee Taylor (148)
10:45	"	"	Miscellaneous	"
11:00	Abbott-Costello Kid Show S	Cream of Wheat Let's Pretend (154) *	Hormel Girl's Corp	Swift Meet the Meeks (161)
11:15	"	"	"	
11:30	Servel Co. What's My Name (118)	Lever Bros. Junior Miss (167)	Magic Rhythm	Brown Shoe Smilin' Ed McConnell (156)
11:45	"	"	"	"
12:00 N	Junior Junction S	Armstrong Cork Theatre of T'day (165)	Smoky Mt. Hayride	Barriault Washington News S
12:15 PM	"	"	"	Public Affairs S
12:30	American Farmer (88) S	Pillsbury Mills Grand Cen. Sta. (129)	"	Luncheon with Lopez S
12:45	"	"	"	"
1:00	Luncheon with Maggie & Herb S	Armour Stars Over Hollywood (167)	Campus Salute	Allis-Chalmers Natl. Farm & H. Hour (164)
1:15	"	"	"	"

WEDNESDAY

MBS	NBC
Repeat of Kid Strigs	News Bob Warren S
"	Clem McCarthy 6:15-6:20 S
	Sketches in Melody 6:20-6:45 S
"	Sun Oil Co. 3-Star Extra (32)
Fulton Lewis Jr. (291)	Liggett & Myers Supper Club (102) R
Orchestra S	Miles Labs. News of World (154)
News S	Dardanelle Trio S
Bayuk Cigars Inside Sports (106)	Pure Oil Co. Kaltenborn (32)
	C-P-P Co. Blondie (155)
"	"
Scattergood Baines S	Kraft Foods Co. Gl. Gildersleeve (148)
"	"
R. B. Semler Gabriel Heatter (92)	Bristol Myers Duffy's Tavern (159)
Co-op Mutual Newsreel	"
Family Theatre S	Bristol Myers Dist. Attorney (140)
" "	"
Comedy Playhouse S	Am. Cig. & Cig. The Big Story (163)
"	"
Dance Orch.	Mars Candy Curtain Time (145)
"	"

THURSDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strigs	News Lionel Ricau S
"	You And — S	"	Clem McCarthy 6:15-6:20 S
			Sketches in Melody 6:20-6:45 S
"	P & G Ivory L. Thomas (78) R		Sun Oil Co. 3-Star Extra (32)
Co-op Headline Edition (53)	P & G Beulah (79)	Fulton Lewis Jr. (291)	Liggett & Myers Supper Club (102) R
Co-op Elmer Davis (46)	P & G Jack Smith (82) R	Orchestra S	Miles Labs. News of World (143)
Pepsi-Cola Counter-Spy (258)	Campbell Soup Club 15 (154)	News S	Echoes from the Tropics S
"	Campbell Soup Ed. R. Morrow (152)	Bayuk Cigars Inside Sports (106)	Pure Oil Co. R. Harkness (26)
Co-op Abbott & Costello (20)	P & G FBI in Peace & War (149) R	TBA	G.F.-Jello Aldrich Family (149)
"	"	"	"
U. S. Army Theatre U.S.A.	Whitehall Mr. Keen (149) R	Western Hit Revue S	G.F.-Maxwell Burns & Allen (146) R
"	"	"	"
TBA	Auto-Lite Suspense (164)	Serutan Co. Gabriel Heatter (218)	Kraft Foods Co. Music Hall (148)
"	"	Co-op Mutual Newsreel	"
Revere Camera Jo Stafford Show (48) *	Toni Co. Crime Photog. (163)	Mysterious Traveler S	Sealtest Variety Theatre (93)
"	"	"	"
Child's World S	Hall Bros. Hallmark Playhouse (157)	Ed. Wilson's Show S	* Falstaff Reynolds Screen Guild Theatre (162)
"	"	"	"
We Care S	Campana Sales First Nighter (62)	Dance Orch. S	General Electric Fred Waring (163)
Harrison Wood	"	"	"

FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strigs	News Lionel Ricau S
"	You And — S	"	Clem McCarthy 6:15-6:20 S
			Sketches in Melody 6:20-6:45 S
"	P & G Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (32)
Co-op Headline Edition (53) *	P & G Beulah (79)	Fulton Lewis Jr. (291)	Liggett & Myers Supper Club (102) R
Co-op Elmer Davis (46)	P & G Jack Smith (82) R	Orchestra	Miles Labs. News of World (139)
General Mills Lone Ranger (175)	Campbell Soup Club 15 (154)	News	Music For Tonight
"	Campbell Soup Ed. R. Morrow (152)	Bayuk Cigars Inside Sports (106)	Pure Oil Co. Kaltenborn (30)
Norwich Phar. Fat Man (136) R	GF-Sanka Jack Carson (151) R	Nat'l Council of Protestant Epis. Churches	Cities Service Bands of Ameri. (82)
"	"	Great Scenes From Great Plays	"
Equitable Life This Your FBI (221) R	G-F Jello My Favorite Husband (151) R	Conti Products Yours for a Song (17)	R. J Reynolds Jimmy Durante Show (161)
"	"	"	"
Bristol-Myers Break the Bank (183) R	Ford Motor Co. Ford Theatre (169)	R. B. Semler Gabriel Heatter (92)	Pabst Sales Co. Eddie Cantor (147)
"	"	Co-op Mutual Newsreel	"
Pac. C. Borax The Sheriff (191)	"	Enchanted Hour	P & G - Tide Red Skelton (144)
Ch. Spark Plug Roll Call (215)	"	"	"
Gillette Safety Razor Co.	Philip Morris Playhouse (149)	Co-op Meet the Press (46)	P & G Life of Riley (139)
Cavalcade of Sports (254)	"	"	"
"	Coca-Cola Pause Refreshes (167)	Dance Orch.	Col.-Palm.-Peet Sports Newsreel (139)
"	" off 2-11	"	Pro & Con S

SATURDAY

ABC	CBS	MBS	NBC
Speaking of Songs S	News Bancroft S	Sports Parade	Bob Warren News Summary S
"	Memo From UN	"	Religion in News S
Harry Wismer S	Saturday Sports Review S	Bands For Bonds	NBC Symphony S
Communism & One World S	News Larry Lesueur S	"	"
Johnny Thompson S	Winner Take All S	Hawaii Calls S	
Bert Andrews S	"	"	"
The Hawthorne Thing S	R. J. Reynolds Vaughn Monroe (161) R	News	Pet Milk Saturday Night Serenade (145)
"	"	Mel Allen S	"
Starring Kay Starr S	Wrigley Gene Autry (163)	Ronson Metal 20 Questions (501)	Anacin Hollywood Star Theatre (128)
"	"	"	"
Famous Jury Trials S	Philip Marlowe S	U. S. Tobacco Take a Number (488)	P & G Truth or Consequences (145)
"	"	"	"
Chesebrough Mfgr., Little Herman (141)	General Foods Gangbusters (81) R	Life Begins At 80 S	Am. Tobacco Co. Your Hit Parade (161)
"	"	"	"
Amazing Mr. Malone S	Liggett & Myers Tales of Fatima (19)	Meet the Boss S	Col.-Palm.-Peet Judy Canova (144)
"	"	"	"
Phillips Petrol. Nat. Barn Dance (68) *	Sing It Again S	Chicago Theatre of the Air S	Col.-Palm.-Peet Dennis Day (144)
"	"	"	"
Hayloft Hoedown (107) S	"	"	R. J. Reynolds Grand Ole Opry (159)
"	"	"	"

SUNDAY

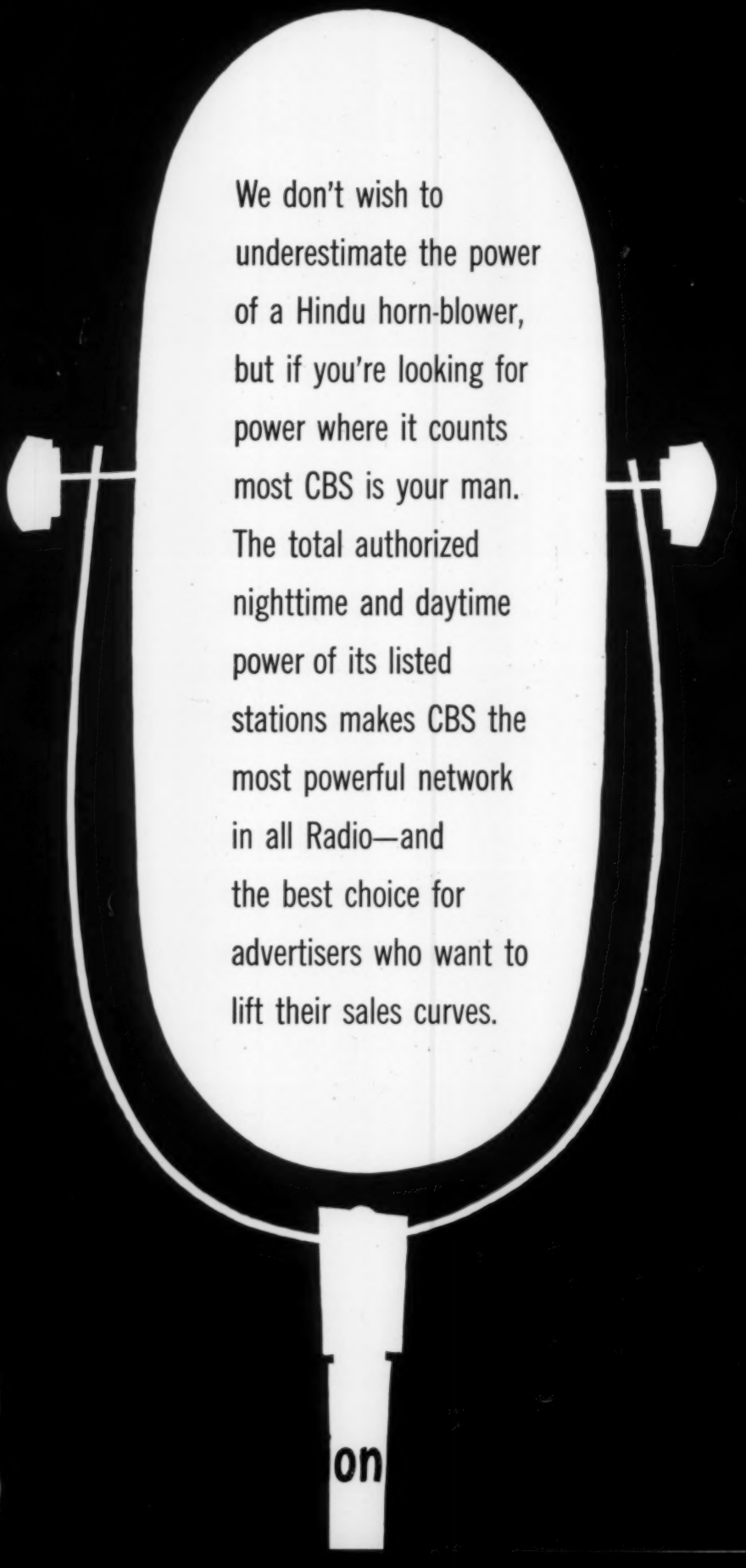
CBS	MBS	NBC
Again	American Bird Products Radio Warblers	University o Chicago, Round Table S
"	Ace Markets Songs by Great Singers (53)	"
ces-Wilt-Festival (186)	Air Force Show S	First Piano Quartet S
"	"	"
re There S	Co-op Bill Cunningham (210)	NBC University Theatre S
"	Veteran Wants to Know S	"
ard Oil N.Y. rmonic	H. C. Cole Milling, Ernie Lee Show (65)	
"	"	"
"	General Foods Juvenile Jury (210)	Standard Brands One Man's Family (150)
"	"	"
	General Foods House Mystery (478)	Miles Labs. Quiz Kids (148)
"	"	"
to Stars	Willmsn. Candy True Detective (500)	Pillsbury Mills Bob Trout (62)
"	"	Living—1949 S
ces-Wilt-Festival (186)	DL&W Coal The Shadow (37)	Jane Pickens Show S
"	"	"
n's Rich	Helbros Watch Quick As A Flash (421)	RCA Victor Show (162)
"	"	"

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	P & G Dr. Malone (81)	Co-op Happy Gang	Co-op Rbt. McCormick S
Co-op Dorothy Dix on the Air	P & G Guiding Light (84)	Ralston Purina Chd. Jamboree (202)	Here's Jack Kilty
Co-op Breakfast in Hollywood	General Foods 2nd Mrs. Burton (66)	Ph. Morris (328) Miles Lab. (487) Int. Milling (134) Miami M. (234)	Campbell Soup Double or Nothing (131)
"	P & G Perry Mason (109)	Queen for Day "	
Sterling Drug Bride & Groom (201) R	Toni Co. Nora Drake (151)	Golden Hope Chest	General Mills Today's Children (137)
"	P & G What Makes You Tick (81)	"	General Mills Light of World (67)
Quaker Oats Ladies be Seated (205) R	Babbitt David Harum (55)	Red Benson Movie Show	P & G Life-Beautiful (151)
Toni Co. Ladies be Seated (202) R	Miles Labs. Hilltop House (125)	"	P & G Ma Perkins (147)
General Electric House Party (272)	Amer. Tob. Co. Your Lucky Strike (105)	Ozark Val. Folks Dixie Barn Dance S	P & G Pepper Young (153)
"	"	"	P & G Right to Happiness (151)
Pillsbury Mills Kay Kayser (213)	Armour & Co. Hint Hunt (158) R	Miscellaneous Programs	Sterling Drug Backstage Wife (146)
"	" "	Co-op Johnson Family Scribner (10)	Sterling Drug Stella Dallas (146)
Co-op Ethel & Albert (51)	Robt. Q. Lewis Show S	Miscellaneous Programs S	Sterling Drug Lorenzo Jones (145)
Co-op Your Story for Today		Two-ton Baker S	Sterling Drug Y. Widder Brown (146)
Quaker Oats Challenge of the Yukon (236)	Treasury Bandstands S	National Biscuit Straight Arrow (T-Tha)	General Foods When Girl Mar's (77)
" "	"	Superman (M-W-F)	General Foods Portia Faces Life (89)
General Mills Jack Armstrong (192)	Chicagoans S	Wander Co. Capt. Midnight (182)	Whitehall Just Plain Bill (58)
Derby Food's Sky King (192) *	Miles Labs. Herb Shriner (137) R	Ralston-Purina Tom Mix (482)	Whitehall Front Page Far'l (58)

SATURDAY

ABC	CBS	MBS	NBC
The Navy Hour	Toni Co. Give and Take (198)	Music	R.F.D. America
"	"	"	"
Texas Co Opera (270)	Wm. Wise Handy Man (55)	Macalester College Choir	Musicana S
"	Wm. Wise Most of Life (56)	"	"
"	Columbia Country Journal S	Dance Orch.	Ed. Tomlinson S
"	"	"	Report on Europe S
"	Report From Overseas S	Poole's Paradise	Pioneers of Music
"	Adv. in Science S	"	"
"	Cross Section U. S. A. S	Sports Parade	"
"	"	"	"
	Stan Dougherty Presents S	Wings Over Jordan	Your Health Today S
"	"	"	Echoes from the Tropics S
"	Treasury Bandstand S	Charlie Slocum	Adventures of Frank Merriwell S
Orchestra Following Opera	"	First Church Christ. Scientist (65)	"
"	Saturday At the Chase S	TBA	J. Morrell Lassie Show (163)
"	"	"	Wormwood Forest S
"	Make Way For Youth S	Shotwell Mfg. True or False (482)	Mars Inc. Dr. I. Q. Jr (41)
"	"	"	"



We don't wish to underestimate the power of a Hindu horn-blower, but if you're looking for power where it counts most CBS is your man. The total authorized nighttime and daytime power of its listed stations makes CBS the most powerful network in all Radio—and the best choice for advertisers who want to lift their sales curves.

CBS

on

KRLD

HAS MORE LISTENERS IN DALLAS

Mr. Hooper
Says
for November and December

KRLD RANKS FIRST
8 A.M. TO 12 NOON

KRLD RANKS FIRST
6 P.M. TO 10:30 P.M.

THIS IS WHY
KRLD IS YOUR BEST BUY!

Mr. Conlan
Says
for November
KRLD HAS MORE LISTENERS DURING THE ENTIRE WEEK THAN ANY OTHER STATION.

50,000
WATTS
CBS

The Times Herald Stations

KRLD-KRLD-FM

DALLAS Studios FT. WORTH

LET A BRANHAM MAN TELL YOU MORE!

WIP Produces!

Example # 11

Our history is showing!

Tear up another calendar, Miss Cooper, now it's 10 years that WIP's DAWN PATROL has been giving its sponsors big sales dividends.

That's five and three-quarters hours a night, seven nights a week, for 10 YEARS . . . NEVER UNSPONSORED.

SOME HISTORY!

WIP

Philadelphia

Basic Mutual

•

Represented Nationally

by

EDWARD PETRY & CO.

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

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FEATURE CALENDAR

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Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, *Managing Editor*
J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor;* Robert B. Luce, *Research Editor;* Mary Zurhorst, *Copy Editor.* STAFF: Lawrence Christopher, Phyllis Engelman, Jo Hailey, Ed Keys, Tyler Nourse, John Osbon. EDITORIAL ASSISTANTS: Yvonne Caldwell, Nancy Diehl, Grace Hargrove, Mary Madden; Eleanor J. Brumbaugh, *Secretary to the Publisher.*

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JOHN P. COSGROVE, *Manager*
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NEW YORK BUREAU
250 Park Ave., Zone 17, PLaza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Stella Volpi, Betty R. Stone.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Marjorie Dorrance.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU
Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Pat. Office

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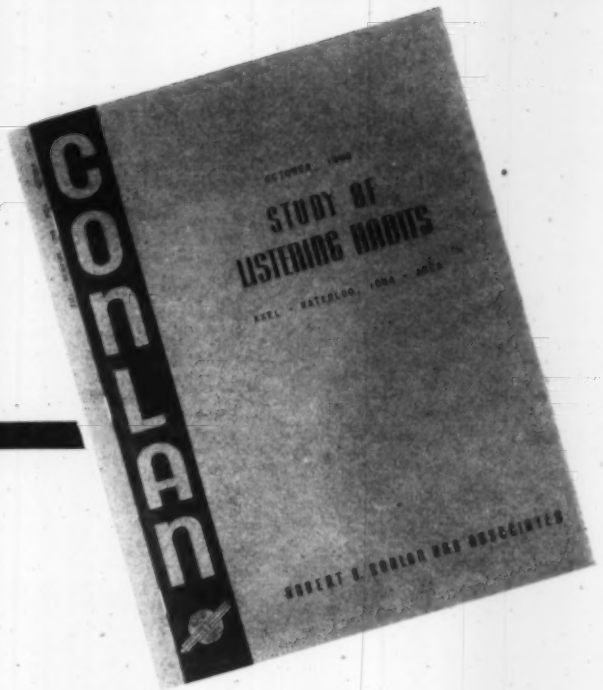
Subscription Price: $7.00 Per Year, 25c Per Copy

Here's the UNVARNISHED TRUTH!

KXEL HAS CHANGED LISTENING HABITS IN IOWA



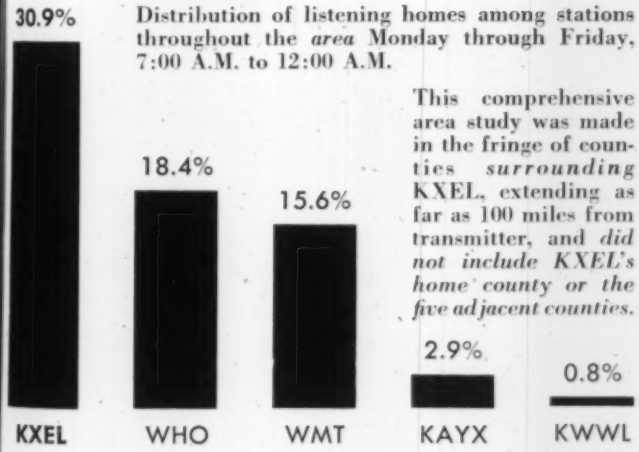
Conlan's newest comprehensive study of listening habits proves conclusively that KXEL has MORE LISTENERS in Iowa's richest market than any other radio station. These authoritative figures are *not* a *poll or a prediction.* They are the unvarnished truth showing results of listening habits based upon *34,914 contacts.*

Here are just a few of these important facts contained in the latest Conlan 1948 comprehensive study.

* * *

MORNING

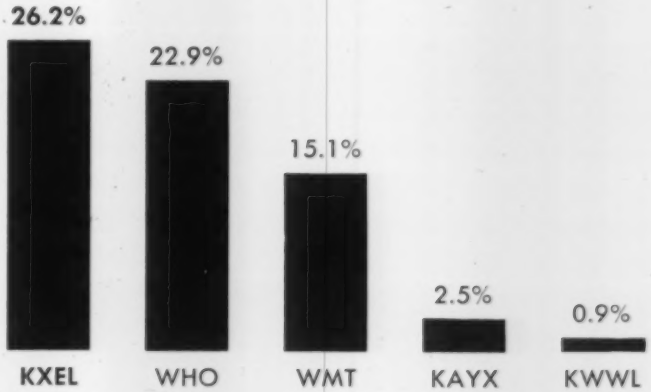
Distribution of listening homes among stations throughout the *area* Monday through Friday, 7:00 A.M. to 12:00 A.M.



This comprehensive area study was made in the fringe of counties *surrounding* KXEL, extending as far as 100 miles from transmitter, and *did not include KXEL's home county or the five adjacent counties.*

AFTERNOON

Distribution of listening homes among stations in the same *area* Monday through Friday 12:00 P.M. through 6:00 P.M.



KXEL's National Champion farm programs are tops in production, tops in showmanship, tops in selling and tops in listener response.

KXEL meets the selling and promotional requirements of every sponsor who wants to reach the rich Northeast Iowa market area. See your Avery-Knodel man and get the unvarnished truth pertaining to this great market area and the station that sells it completely.

KXEL 50,000 WATTS ABC

Josh Higgins Broadcasting Company, Waterloo, Iowa

Represented by Avery-Knodel, Inc.

Covering the great "KXEL Rural City"

The Swing is to WHB in Kansas City

THE 1949 SWING GIRL
Miss Vera Ralston

TO reach more people, for less money, broadcast your advertising message over the station with Kansas City's oldest call letters—WHB. Powerful WHB blankets 3½ million buyers in 133 counties of 6 states with good, *listenable* entertainment 19 hours a day. WHB cost less, does more. See your John Blair man.

10,000 WATTS IN KANSAS CITY

WHB AM FM

DON DAVIS
PRESIDENT

JOHN T. SCHILLING
GENERAL MANAGER

Represented by
JOHN BLAIR & CO.

MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

Agencies

VICTOR ARMSTRONG, formerly advertising and sales promotion manager for Consolidated Vultee Aircraft, San Diego, joins J. Walter Thompson, New York, to work on Ford dealer account. **LYMAN AVERY,** who worked on Ford account in New York for several years, transfers to agency's Detroit office, and will assume new duties on the account there.

SCRANTON REDFIELD, formerly with merchandising division of Lever Bros., Cambridge, Mass., joins same division of Dancer-Fitzgerald-Sample, New York.

MERRILL SYMONDS Adv., Chicago, announces change of name to Symonds, MacKenzie & Co., Inc. **MERRILL SYMONDS** remains president-treasurer; **ROY MacKENZIE** is executive vice president; **RUSSELL MILLER,** vice president, art director, and **ARTHUR RUMRY** is secretary-account supervisor. Other new staff members include: **RICHARD GWINN,** research director; **WILLIAM SORENSON,** production manager; **ROBERT JOHNSON,** assistant to the copy chief, **GEORGE H. DAUGHERTY.**

ROBERT WOOLSON, formerly copy writer and newswriter for MacWilkins, Cole & Weber, Seattle-Portland agency appointed radio director of Seattle office. He will work under **W. H. SANDIFORD,** account executive and radio director for whole agency.

WILLARD (Bill) BENNER, formerly with radio-television department of Benton & Bowles, New York, joins radio department of N. W. Ayer & Son, New York.

GERALD A. HIGGINS joins John C. Dowd Inc., Boston, where he will specialize in creative planning. Mr. Higgins was formerly with Boston Consolidated Gas Co., where he served as advertising manager.

LOUIS MELAMED, president of Melamed-Hobbs agency, and **E. R. LIVINGSTON,** manager of Salem N. Baskin Agency, both Chicago, have consolidated to form Melamed-Hobbs, Baskin & Livingston in the 333 N. Michigan Ave. Bldg., Suite 1405, Chicago. Telephone numbers are State 2-9522 and Randolph 6-0787.

ROLAND GILLETT, former television producer-director for CBS, joins Young & Rubicam, New York, as a television producer.

L. JOHNSON, formerly with Rheem Mfg. Co., New York, as director of advertising and public relations, joins Benton & Bowles, New York, as account executive for Crosley's Electronics Group and Spencer Heating Equipment division.

MARSHALL F. BACHENHEIMER and **IRVING LEWIS** announce formation of Bachenheimer-Lewis Inc., New York. Mr. Bachenheimer was formerly with Chernow Co.; Mr. Lewis headed Harrison Services, both New York agencies.

WILLIAM ROBSON, formerly on CBS Hollywood production staff, joins Raymond R. Morgan Co., Hollywood, as producer of Maurice Chevalier show in Paris. Also joining agency as engineer on the show is **"DOC" BENNETT,** former Don Lee engineer. Both are now in Paris.

FREEMAN YOUNG, former executive in advertising department of Lever Bros., Cambridge, Mass., joins Kenyon & Eckhardt, New York, as account executive.

ED ZERN, former advertising executive with Warner Bros. Pictures, joins Geyer, Newell & Ganger, New York, as copywriter.

CHARLES A. MOTTL, formerly production manager for Atherton & Co., Los Angeles, joins merchandising staff of Davis & Co., same city.

FRANK M. KNIGHT Jr., formerly of WFIL and WFIL-TV Philadelphia appointed director of radio and television advertising for Gresh & Kramer, same city.

ED SIMMONS, in charge of Los Angeles office of Cecil & Presbrey Inc., Feb. 1, transfers to agency New York office as assistant to Jack Wyatt, radio and television director. No successor yet named for him in Los Angeles office.

STRANG & PROSSER, Seattle, announces removal of its offices from Smith Tower, to Room 630 Securities Bldg. Telephone remains the same.

PHILIP KLEIN Adv., formerly of 1910 Rittenhouse Square, Philadelphia, announces removal of its offices to 1928 Spruce St., effective today (Feb. 7). New telephone is Locust 4-2144.

97.4%

of the population of WJR's listening area own radio sets.

THAT'S WHY WJR, WITH 50,000 WATTS, IS POWERED FOR RESULTS...

Michigans Greatest Advertising Medium

Call or write your nearest PETRY office

WJR

CBS

50,000 WATTS

THE GOODWILL STATION, INC. FISHER BLDG. DETROIT

G. A. RICHARDS — Chairman of the Board

FRANK E. MULLEN — President

HARRY WISMER — Asst. to the President

"Any advertiser can and most advertisers should use **SPOT RADIO**"

WILLIE THE PENGUIN SAYS:

"SMOKE KOOLS!"
"SMOKE KOOLS!"
"SMOKE KOOLS!"

(Talking Man): Whom are you telling to Smoke Kools, Willie?

(Willie): All the millions of American men and women who can be reached often and effectively with Spot Radio.

(Talking Man): What happens to sales when you use Spot Radio, Willie?

(Willie): Sales Get Hot! Get Hot! Get Hot!

(An owl who just stuck his head out of our inkwell): I never gave a hoot for penguins, but this bird is right! **Use Spot! Be Wise! Use Spot!**

●

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON

EDWARD PETRY AND CO. INC.

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas / Ft. Worth	NBC / ABC
WJR	Detroit	CBS
KARM	Fresno	CBS
WONS	Hartford	MBS
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
WMTW	Portland, Me.	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WSAU	Wausau, Wisc.	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE YANKEE AND TEXAS QUALITY NETWORKS

TELEVISION

ATLANTA ——— WSB-TV
BALTIMORE ——— WBAL-TV
BOSTON ——— WNAC-TV
BUFFALO ——— WBEN-TV
LOS ANGELES ——— KFI-TV
MILWAUKEE ——— WTMJ-TV
M'P'L'S-ST. PAUL — KTSP-TV

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

'Powerful Influence'

EDITOR, BROADCASTING:

I never fail to be impressed by the complete distribution of your excellent journal . . .

You may well take pride in your accurate and complete coverage of a rapidly expanding industry. You know, of course, that I have followed your magazine very carefully from the very first edition and have seen it develop into a powerful influence in the broadcasting business.

Stuart L. Bailey
President
Institute of Radio Engineers

[Editor's Note: BROADCASTING'S staff immodestly hopes we can continue to merit President Bailey's confidence.]

* * *

Radio Builds Morale

EDITOR, BROADCASTING:

. . . Jack Harris' and Ed Kirby's *Star Spangled Radio* is a wonderful contribution to broadcasting —not only to the literature and reference works about our business, but as a shining account of the vitality and effectiveness of broadcasting in building and upholding American morale. . . .

Alex Sherwood
Standard Radio
Transcription Services Inc.
New York, N. Y.

[Editor's Note: BROADCASTING reviewed "Star Spangled Radio" in the issue of May 17, 1948 page 54-E.]

A 'Textbook'

EDITOR, BROADCASTING:

BROADCASTING is the major "textbook" for seniors in the Radio Department at Ithaca College who are taking a new course titled "Current Broadcasting Developments.". . .

The students like the complete coverage that BROADCASTING gives to all of the news from the many related fields of radio. While they frequently take exception to the editorial views expressed by BROADCASTING, the publication's viewpoint is nevertheless stimulating, and leads to a better all-around provocative discussion and a more intelligent summary and conclusion. . . .

The students seem to particularly appreciate the increasing amount of space devoted to television. . . .

Harold Jansen, Director
Ithaca College News Bureau
Ithaca, N. Y.

[Editor's Note: Thanks for your vote of confidence.]

* * *

WKAL-TV Progress

EDITOR, BROADCASTING:

An item appearing in BROADCASTING (Jan. 24), having to do with WKAL and WKAL-TV, is definitely in error and has already caused considerable comment.

The article states that WKAL has surrendered its FM construction permit. This is true. The article also states that WKAL has not applied for a TV grant. This is definitely erroneous. The facts are these: WKAL, owned and operated by the Copper City Broadcasting Corp., is actively at work constructing its television station in Utica, N. Y. It is now known as WKAL-TV, and application has been made to the Commission for a change in call letters pursuant to the FCC new ruling. WKAL-TV has already constructed its television transmitter building atop Smith Hill in Utica, and August should see us in full operation.

Michael C. Fusco
WKAL Rome, N. Y.

[Editor's Note: Our apologies to WKAL and WKAL-TV. Difference in addresses of the two stations led to the mix up.]

* * *

Larger BMB Samples

EDITOR'S NOTE. The following letter addressed to Justin Miller, president of the NAB, was also released to BROADCASTING. Because of this we deviated from our usual policy of not printing letters addressed to others and use parts of Mr. Hodel's letter below.

Dear Mr. Miller:

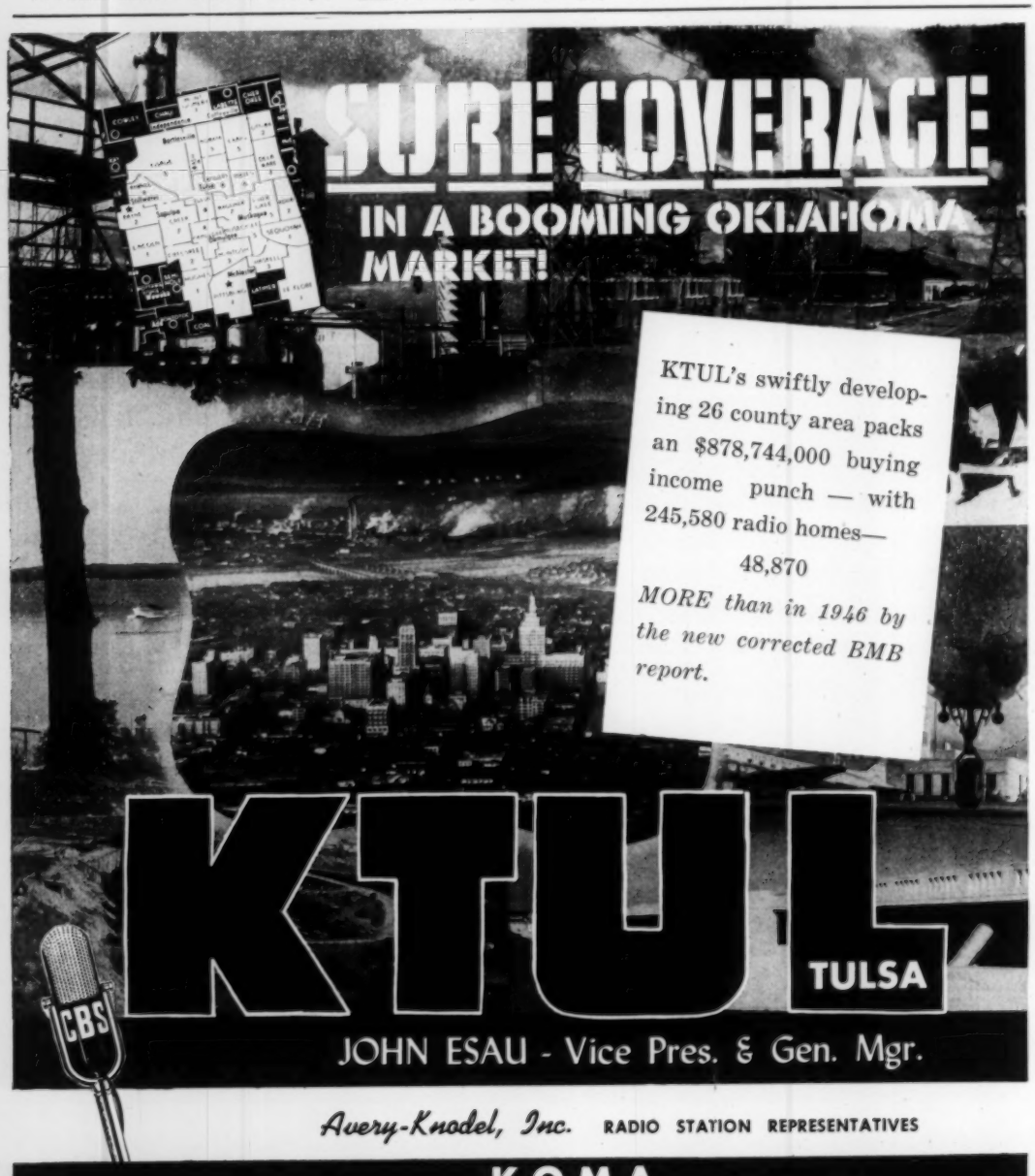
This station recently subscribed to the BMB surveys and at that time I gave Hugh Feltis a bit of opinion.

Mr. Feltis, in replying, asked that I relay the same both to you and Sol Taishaff at BROADCASTING Magazine.

In my letter to Mr. Feltis, among other things, I told him the following:

"I might add that, to me, the recent upheaval with which your organization has been faced seems a little ridiculous. The establishment of BMB along with that of BMI are the only concrete accomplishments of the NAB as I see it. They should certainly give your organization time enough to show what it can do and how it can best be revised. I am sure that the establishment of the ANPA Bureau of Advertising and the Audit Bureau of Circulations for newspa-

(Continued on page 85)


SURE COVERAGE
IN A BOOMING OKLAHOMA MARKET!
KTUL's swiftly developing 26 county area packs an $878,744,000 buying income punch — with 245,580 radio homes—
48,870
MORE than in 1946 by the new corrected BMB report.
KTUL
TULSA
CBS
JOHN ESAU - Vice Pres. & Gen. Mgr.
Avery-Knodel, Inc. RADIO STATION REPRESENTATIVES
AFFILIATED WITH KOMA, OKLAHOMA CITY

Television's King Pin...

The RCA-8D21 *Push-Pull Power Tetrode*
used in the famous RCA TT-5A 5-KW Television Transmitter

. . . an important contribution to television broadcasting

AS REVOLUTIONARY as television itself, the RCA-8D21 push-pull tetrode has set new records for stability, gain per stage, low grid current, linearity, and bandwidth in *more than* 50 RCA TT-5A 5-KW Television Transmitters. Used in both picture and sound power amplifiers, the RCA-8D21 employs advanced principles of screening, cooling, and electron optics to offer you these important benefits:

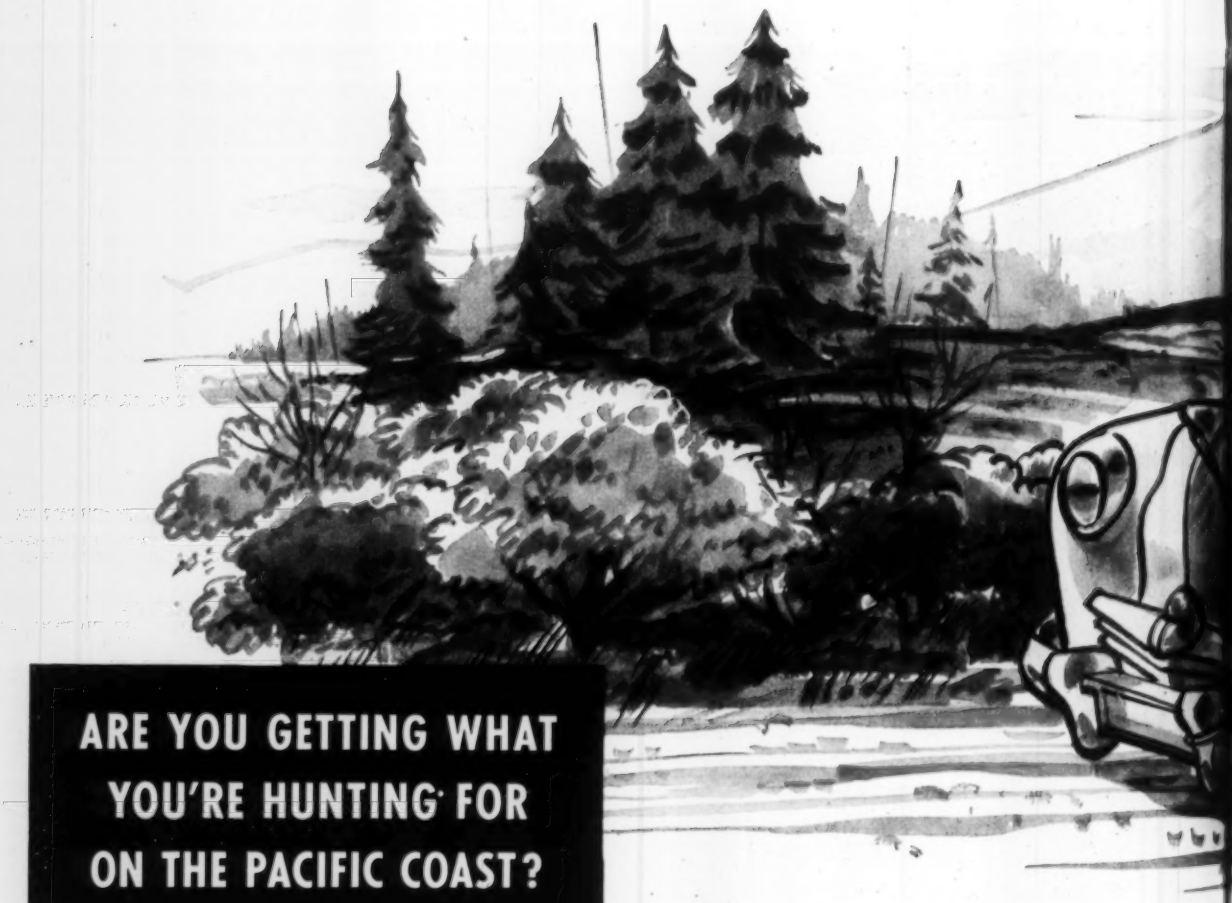
1. Low grid current results in simple, inexpensive modulator.
2. Requires fewer, lower-powered, r-f driver stages.
3. Allows modulation in the output stage.
4. Requires only one broad-band r-f circuit in entire transmitter (between tube and antenna transmission line).
5. No critical linear amplifier stages are required.
6. Better picture quality—output-stage modulation results in low distortion and phase shift.
7. Efficiency of tube permits use of simplified, economical power supply.

For your convenience, RCA tubes are available from your local RCA Tube Distributor or directly from RCA. For information on any RCA tube, write RCA, Commercial Engineering, Section 37BP-1, Harrison, New Jersey.

The world's most modern tube plant...
RCA, LANCASTER, PA.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

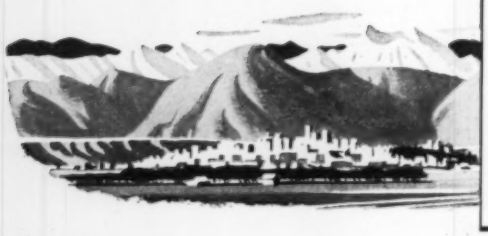


ARE YOU GETTING WHAT YOU'RE HUNTING FOR ON THE PACIFIC COAST?

THIS IS NO BULL... If you're really shooting for *maximum* sales by radio on the big Pacific Coast, use the big 45-station Don Lee Network and get what you're after. To make the most sales possible, you need the biggest network possible on the Pacific Coast, for radio listening here is *different*. People listen to their own *local network station* rather than to out-of-town or distant ones, because mountains up to 15,000 feet surround many of these markets and make long-range reception unreliable.

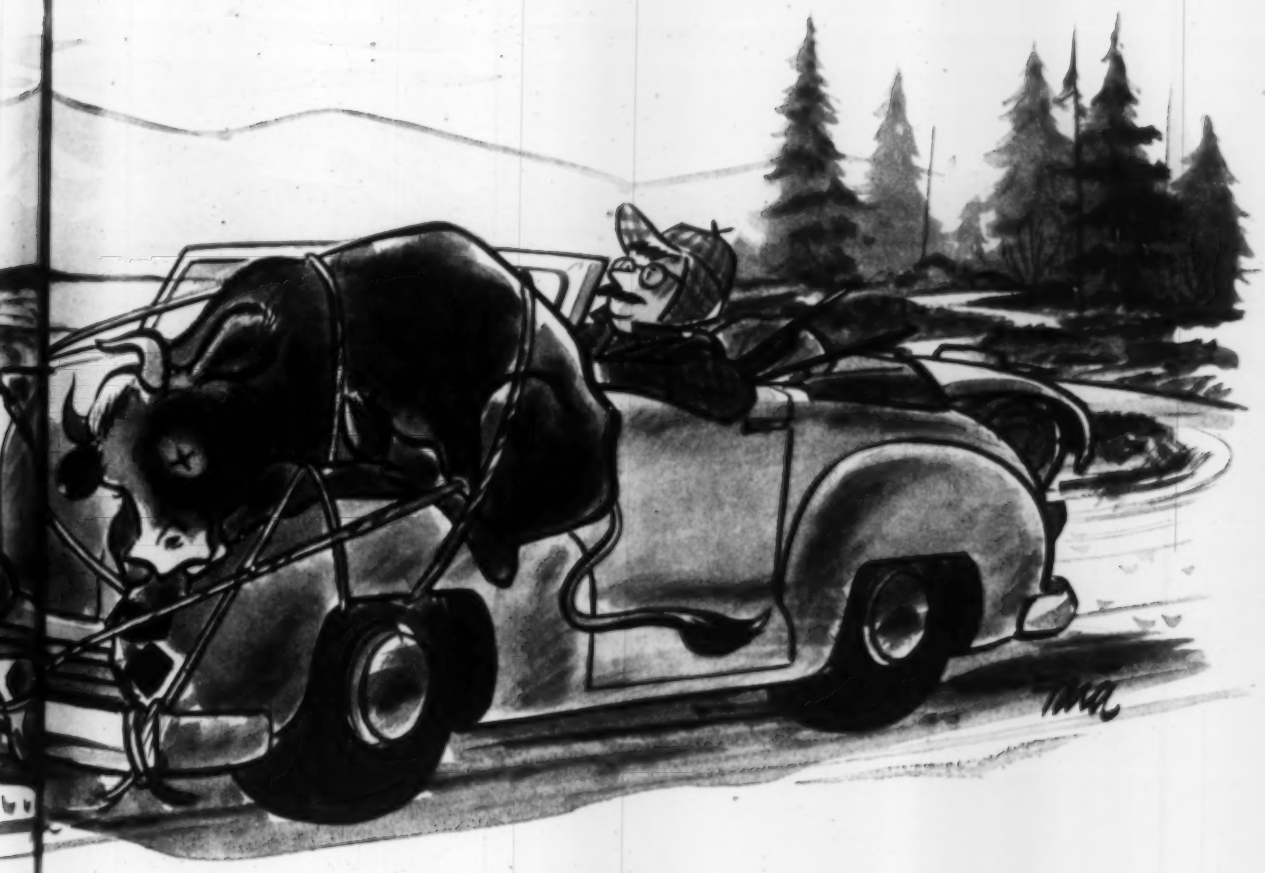
It takes a lot of local network stations to release your message *from within* every important buying market—and Don Lee is the only network big enough to do it.

LEWIS ALLEN WEISS, *President* WILLET H. BROWN, *Exec. Vice-Pres.* · WARD D. INGRIM, *Director of Advertising*
1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA · *Represented Nationally by* JOHN BLAIR & COMPANY



Of the 45 Major Pacific Coast Cities

ONLY 10	3	7	25
have stations of all 4 networks	have Don Lee and 2 other network stations	have Don Lee and 1 other network station	**have Don Lee and NO other network station**



Don Lee has 45 stations... one in every city where the other three Pacific Coast networks have one—and to cover the rest of the Pacific Coast, Don Lee has *twice as many* stations as the other three networks *combined.* (In the "outside" market, Network A has eleven stations, Network B has three stations, and Network C has two stations... compared to Don Lee's *32 stations.)*

To meet 1949's increasing competition, you need radio. You need the big Pacific Coast, with its more than 13½ million people who spend over 14½ billion dollars a year in retail sales. Use the Don Lee Network of 45 stations and bag your maximum sales on the big Pacific Coast!

The Nation's Greatest Regional Network

Mutual
DON LEE
BROADCASTING SYSTEM

WE DON'T RIDE AT ANCHOR (Ky.)!

Avast, mate, if you want Anchor (Ky.), you can ride, heave or drag your own. We don't batten down at Anchor. WAVE sails for the Louisville Trading Area—a 27-county Spanish Main in almost every part of which our BMB chart shows *50% or better*. No Sargasso Seas of empty space. Instead, a thriving and prosperous area in which the average family has an Effective Buying Income *$1300 higher* than in the rest of Kentucky!

So how about it, mate? Let's *drop* Anchor, and ride the WAVE!

LOUISVILLE'S
WAVE

NBC AFFILIATE

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

5000 WATTS . 970 KC

New Business

PROCTER & GAMBLE, Cincinnati, appoints Compton Adv., New York, to handle advertising for its new product Bonus (granulated package soap with a Morgan Lock-Knit dishcloth packed in each box). Radio is being used in current campaign in Eastern markets.

PIERCE Bros., Los Angeles (mortuary), extending January spot campaign on 13 Los Angeles area radio stations and one television station through month of February. Spots will total 100 for month on KMPC; 60 on KFWB; 80 on KLAC, all Los Angeles; and 26 on KGFJ, KRKD and KHJ, Los Angeles; KWKW KXLA Pasadena, KIEV Glendale, KGER Long Beach, KGIL San Fernando, KOWL Santa Monica, in addition to four quarter-hours weekly of recorded music on KHJ; and seven television film spots for month on KTLA (TV) Los Angeles. Agency: Philip J. Meany Co., Los Angeles.

BLAIR CORSET Co., Chicago (Fashion Hour foundation garments), appoints Jones Frankel Co., Chicago, to handle television advertising. Company will sponsor *Fashion Hour by Blair*, weekly television show on WGN-TV Chicago, beginning Feb. 25.

ALLIED FLORISTS ASSN. OF GREATER BALTIMORE Inc. appoints Ruthrauff & Ryan, Baltimore, to handle advertising. Initial campaign will use one minute spot announcement on all leading local radio stations. Plans are also being made to use television in near future.

SEE'S CANDY SHOPS Inc., Los Angeles, Feb. 9 starting four day television film spot campaign for Valentine's Day promotion, on four Los Angeles (TV) stations,—KTTV KTSL KTLA KNBH. Campaign result of great response received from company's first television use on New Year's day with spots on KTLA. Agency: Ross, Gardner & White, Los Angeles.

ZION INDUSTRIES, Zion, Ill., appoints Goodkind, Joice & Morgan, Chicago, to handle advertising for its fig bars, cookies and candies. Radio may be used.

CROSSE & BLACKWELL, Baltimore, appoints Erwin, Wasey & Co., New York, to handle advertising for its kippered herring and herring in tomato sauce, Keiller's marmalade, cake and shortbread. Radio may be used.

ERIE CLOTHING Co., Chicago, sponsoring half-hour weekly *Telecharades* on WBKB Chicago, for 20 weeks. Agency: Gourfain-Cobb, Chicago.

GADGET GUILD OF AMERICA, Los Angeles, appoints Brisacher, Wheeler & Staff, that city, to handle advertising. Radio will be used.

Network Accounts . . .

ALLIS-CHALMERS Mfg. Co., Milwaukee, sponsoring repeat broadcast of the *National Farm and Home Hour* (NBC, Saturdays, 12-12:30 p.m. CST) from 1:30-2 p.m. CST for Mountain and Pacific time zones. Sponsorship became effective Feb. 5. Agency: Bert S. Gittins, Milwaukee.

COLGATE-PALMOLIVE-PEET Co., Jersey City, N. J., sponsoring one-minute participations in Yankee Network's *News Service*, daily for 52 weeks. Agency: Ted Bates, New York.

DEBUT of Pepsodent's new Rayve Home Permanent kit was marked by a party held in New York's Stork Club. Among those in attendance were (l to r): Henry F. Woulfe, president of the Pepsodent Division of Lever Bros. Co.; James A. Barnett, Pepsodent's vice president and general manager; Kenneth J. Ward, account executive for Rayve Home Permanent at the Chicago office of J. Walter Thompson Co., and W. Gardner Barker, Pepsodent's director of new products.

In the Public Interest

A Further Report on Radio's Role in The March of Dimes

RADIO'S contribution to the March of Dimes continued to snowball last week as nearly every station in the nation reported special efforts in the campaign [BROADCASTING, Jan. 31]. Reports reaching BROADCASTING included:

A telephone auction from the studios of WMMW (FM) Meriden, Conn., helped to swell the contributions from that area. Gifts auctioned totaled over $1,000 and were donated by local merchants. Bids were received by phone from cities 30 miles away, the station reports. Intensive promotion campaign preceded the show. Station estimates more than 500 calls were handled from 2:30 to 5:30 p.m. on day of auction.

Nineteen talent groups entertained residents of Hickory, N. C., with 67 different acts during a gigantic "Hickory Hayride" staged by WIRC Hickory for the benefit of the Catawba County March of Dimes drive. The stage show was held in the city auditorium, with gate receipts going to the polio fund. Local businessmen contributed necessary lighting, stage effects, etc. The result, WIRC reports, was a total cost of only $18.22. The rest went to March of Dimes.

The benevolent spirit of Len Allen, disc jockey at KLO Ogden, Utah, backfired for Mr. Allen but benefitted the local drive. Mr. Allen announced on his program he would boost the polio drive by personally doing a day's dish washing for any resident who sent in $25 for the campaign. The response was a little more than he had anticipated, as the first check to arrive was from a local restaurant owner. Mr. Allen completed his end of the bargain by washing dishes at the restaurant for one full day, but he promptly broadcast an announcement that his offer had been discontinued.

During the last week in January, WBT Charlotte, N. C., ran a special feature on its audience participation show, *What's Cookin'?*, which features Kurt Webster as m.c. A lady listener was selected to collect 25 feet of dollar bills (totaling $50) in the five days of the show by accosting people on the street for one hour each morning and asking for dollar contributions to the drive. The enthusiastic lady succeeded in collecting $91 which was turned over to the Charlotte March of Dimes director.

WHAR Airs 2 Dimes Shows

Pledges totaling $459.50 were collected by WHAR Clarksburg, W. Va., on the first of its two special shows for the Dimes campaign. General Manager Glacus G. Merrill was in charge of the show, which ran from 10 p.m.-1:30 a.m. Local talent responded with entertainment requested by listeners who phoned in contributions.

With the arrival of the "Ten Pennies From Benny" covered wagon in Minneapolis Jan. 19, Cedric Adams, WCCO, announced additional prizes in his "Flight of Dollars" campaign for the March of Dimes. Each of the ten best entries in the contest to find a new slogan for the state of Minnesota received one of the pennies. The contest was so successful that it raised more than $150,000 for the fund.

Phone Pledges

Over $300 in pledges were called in to the *Saturday Night Bandstand* program over WCSI (FM) Columbus, Ind., to be added to the Indiana March of Dimes campaign. WCSI staffers offered to do stunts in order to raise funds for the drive. Ted McKay, program director, as a result of a $20 pledge, rode through the main streets of Columbus the following Saturday noon on a motorcycle, clad in long, red underwear.

A real gift from the heart was reported by WLAN Lancaster, Pa. Jack McKinney, an eight-year-old infantile paralysis victim, won the jackpot prize of $20 on WLAN's *Man on the Street* show. Jack promptly donated the money to the Lancaster chapter of the National Infantile Paralysis Foundation.

WCBS New York listeners pledged some $10,000 in small contributions to the drive through two all-night shows presented by the station Jan. 26 and 27. Programs were aired 11:15 p.m.-4 a.m., and were held in connection with the Jack Benny tour.

The "boom was lowered" on Elko, Nev., for five solid hours Jan. 29 by KELK Elko for the benefit of the March of Dimes. Early in the day station started playing Dennis Day's recording, "Clancy Lowered the Boom," announcing that the same record would be played continuously until the listeners who wanted it smashed outbid those who wanted it continued. Five hours later the polio drive was ahead $715.80 and station staff members had headaches from "Clancy" and phone calls. The record was then auctioned off to the highest bidder.

KTRI Sioux City and KELO Sioux Falls joined in staging a vocal "air-gument" which raised more than $11,000 for the March

(Continued on page 83)

The Patroon* of the week

BILL WEDDELL

Vice President, Radio and TV Director,
LEO BURNETT CO., INC., Chicago

In addition to growing beautiful roses and shooting an excellent game of golf, Bill handles very capably the reins of Burnett's Radio Department. Bill is responsible for buying time for such famous accounts as American Meat Institute, Minnesota Valley Canning Co., Pillsbury Mills, Pure Oil Co., Brown Shoe Co., Club Aluminum Products Co., Carling's Beer & Ale. Welcome to the Patroons, Bill.

*PATROON — Aristocratic Landholder of the Hudson Valley

The FACT of the week

With no prizes,
no giveaways, no "gimmicks",
WPTR's Teen Age Disc Jockey Show,
MCed by ace DJ Marty Ross,
exceeded 2,000 pieces of fan mail
per week.

WPTR

10,000 Watts of POWER Night and Day

PATROON BROADCASTING CO., ALBANY, N. Y. • • • *Represented by RAMBEAU*

IN THE PROSPEROUS MIDWEST, people buy

GLENN SNYDER
Vice President and General Manager

WLS, now celebrating its 25th Anniversary, delivers more listeners per dollar than ever!

Building a reputation *and an audience* has kept WLS busy for 25 years. Under the watchful eye of Glenn Snyder and his associates, farm-service programs and barn dance shows were pioneered. Homemaking programs for women listeners were introduced. And plenty of outstanding live talent was uncovered to keep both country cousins *and* city folks in a happy, listening mood!

The WLS audience is as responsive as it is big. There have been 20,000,000 listener letters to answer during the past 19 years. There have been well over a half-million fans to greet *each year* at "in-person" shows throughout the Midwest. There have been 1,791,504 tickets to collect in Chicago from folks who *paid* to see the WLS National Barn Dance!

This kind of activity just suggests what sales figures prove: that *WLS sells the Middle West!* Your John Blair man knows from 14 years' experience how WLS can work for you and your product. Ask him to show you *today*.

ART PAGE
Farm Program Director and conductor of "Dinner Bell Time," a feature of 25 years standing! Art also appears on Farm Commentary and other WLS shows.

CHARLES M. FREEMAN
Sales Manager of WLS. "Chick," and his John Blair man, will tell you that WLS has practically no program duplication from other stations in the Midwest . . . an important fact for advertisers!

WLS
The PRAIRIE FARMER STATION
CHICAGO 7

50,000 WATTS
890 KC

Offices i

...by WLS . . . A John Blair station for 14 years!

LULUBELLE & SCOTTY
Favorites of the National Barn Dance. Like other WLS talent, they have appeared before countless thousands of fans at State Fairs and other gatherings.

MARTHA CRANE & HELEN JOYCE
Stars of "Feature Foods," a WLS program for 14 years. WLS introduced its first homemaking show a quarter century ago and has had one on the air regularly ever since.

WLS — like all John Blair stations — deserves *and gets* the best in national representation!

John Blair men are three-way experts: experts in marketing, merchandising *and* radio. Their valuable advice in all three of these specialized fields has meant bigger sales and bigger profits for countless advertisers everywhere . . . *and it has built big Spot Radio volume for fine stations like WLS.*

Next time you have a special sales problem, ask your John Blair man for some of his valuable knowledge. Chances are he can help you in all three important ways. *Ask him!*

NATIONAL BARN DANCE
1,791,504 people have *paid* to see the Barn Dance during its 1300 weeks on the air! Like the early morning farm show, the Barn Dance has been on the air for 25 straight years.

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

Offices in Chicago • New York • Detroit • St. Louis • Los Angeles • San Francisco

miami goes for
MUSIC

MIAMI
listens to
ART GREEN
Dean of Disc Jockeys
WMIE 1140 kc.

WMIE
EXCLUSIVE!
Art Green's "Make Believe Ballroom," for many years a sales powerhouse on WABC-WCBS and other New York stations, is now heard exclusively over WMIE, Miami. With WMIE only a few months, this top air salesman is already the voice of 16 satisfied sponsors

WMIE
EXCLUSIVE!
All Frederic W. Ziv productions including Wayne King, Guy Lombardo, Kenny Baker and many other stellar musical attractions are now heard in Miami exclusively over WMIE.

WMIE 1140 kc.
YOUR BEST BUY IN... MIAMI
BOB VENN, Mgr.
THE SUNCOAST BROADCASTING CORP.
EVERGLADES HOTEL
MIAMI • FLORIDA
REPRESENTED BY FORJOE & CO.
10,000 WATTS DAY . . . 5,000 NIGHT

Feature of the Week

WTCN's antenna, crowning Minneapolis' famous Foshay Tower, has taken on a new versatility in recent months.

When WTCN-FM's four-bay Federal antenna was erected last year it served FM listeners only, but supplementary addition of three-bay RCA TV equipment now makes possible six simultaneous radio operations.

Following are the services now rendered:

(1) High-power FM service, WTCN-FM, Channel 246 (97.1 mc)

(2) High-power TV picture, WTCN-TV, Channel 4 (66-72 mc)

(3) High-power TV sound, WTCN-TV, Channel 4 (66-72 mc)

(4) Reception of WTCN's FM mobile unit KNGL (153.53 mc)

(5) Transmission of "talk-back" and cue to KNGL on AM relay band (1606-2758 kc) with power of 50 w using call WAFY

(6) Receptions of WTCN-TV mobile unit microwave relay of remote pictures from relay station WXKK (6950 mc). Two parabolas are used and each covers a 180 degrees azimuth.

Uppermost portion of Minneapolis' famed Foshay Tower and multi-purpose antenna.

* * *

Receptionwise, the station re-

(Continued on page 42)

On All Accounts

LONG before the phrase achieved the dubious eminence of a mediocre song and a bad joke, a certain Richard was opening doors to numberless worthies on the wrong side of the Main Line in Philadelphia.

The Richard in question, a Quaker City institution, is the Poor Richard Club, and among its more celebrated alumni is Nicholas Keesely, recently named vice president in charge of radio and television of Lennen & Mitchell, New York.

Mr. Keesely, born in Philadelphia on Sept. 20, 1910, joined N. W. Ayer & Son in Philadelphia at the age of 17 in the production detail department. At the same time he spent weekends working in a drug store and enrolled for evening classes at the Poor Richard Club to further his knowledge of the advertising business.

Mr. Keesely's proficiency as a student shortly thereafter brought him a promotion to the post of assistant head of the department at N. W. Ayer. He was probably the youngest person in the agency ever to ascend that rank.

Three years later Nick Keesely was advanced to the agency's New York office as timebuyer and assistant radio director. While serving in New York he conducted the first National Survey of Station Coverage.

During his stay with N. W. Ayer—15 years in all—Mr. Keesely introduced and pioneered commercially such shows as *Tell Us Your Story*, forerunner of modern daytime serials. He also introduced *Can You Top This; Give and Take; Al Pearce and His Gang* and the Fred Waring evening show, among many others. When Mr. Keesely left N. W. Ayer he was an account executive for General Electric, American Telephone & Telegraph, Colgate's, and Webster Cigars.

NICK

In 1943 he joined CBS as program sales manager. While with the network he was instrumental in sale of *Crime Photographer* and created and sold *Give and Take*, two of the more notable of his achievements.

Three years later he moved to MBS as program sales manager. There the shows he sold included *Twenty Questions*, still on the air.

In June 1948 he accepted an offer from Lennen & Mitchell to manage its radio department. Six months later, on Dec. 31, 1948, he

(Continued on page 42)

For Profitable Selling
INVESTIGATE

WDEL
WILMINGTON
DELAWARE

WEST
EASTON
PENNSYLVANIA

WKBO
HARRISBURG
PENNSYLVANIA

WORK
YORK
PENNSYLVANIA

WRAW
READING
PENNSYLVANIA

WGAL
LANCASTER
PENNSYLVANIA

NBC AFFILIATES

Represented by
ROBERT MEEKER
ASSOCIATES
Los Angeles New York
San Francisco Chicago

STEINMAN STATIONS

The Biggest Year in its 26-Year History . . .

WSYR ACUSE

. . . in 1948 carried the greatest volume of advertising
ever broadcast by a Syracuse station —

- **FIRST** *in Network*
- **FIRST** *in National Spot*
- **FIRST** *in Local*
- **FIRST** *in Total Advertising*
- **FIRST** *in Popularity with Syracuse and Central New York Listeners*
- **FIRST** *in Merchandising & Promotion*
- **FIRST** *in Coverage Area*

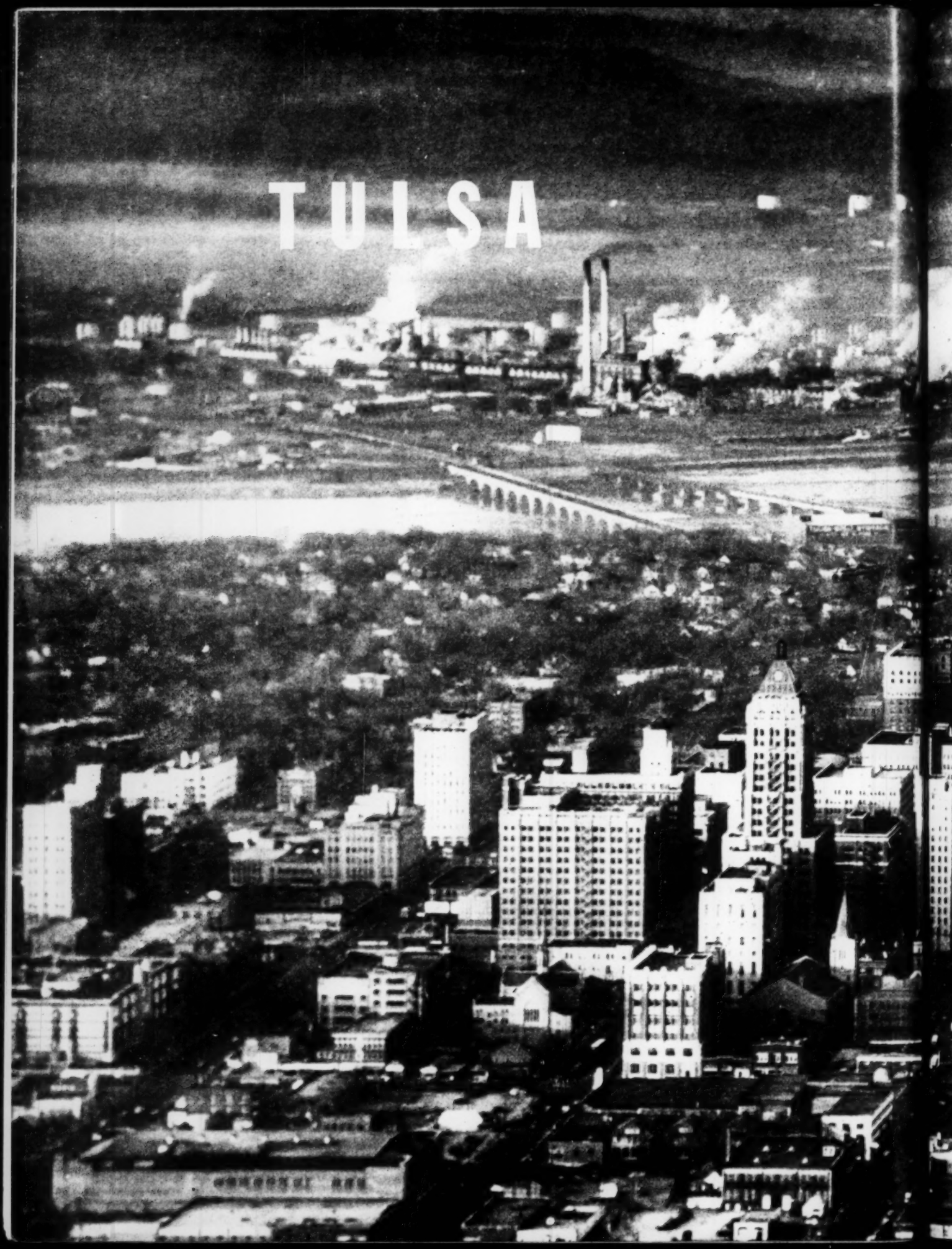
WSYR ACUSE

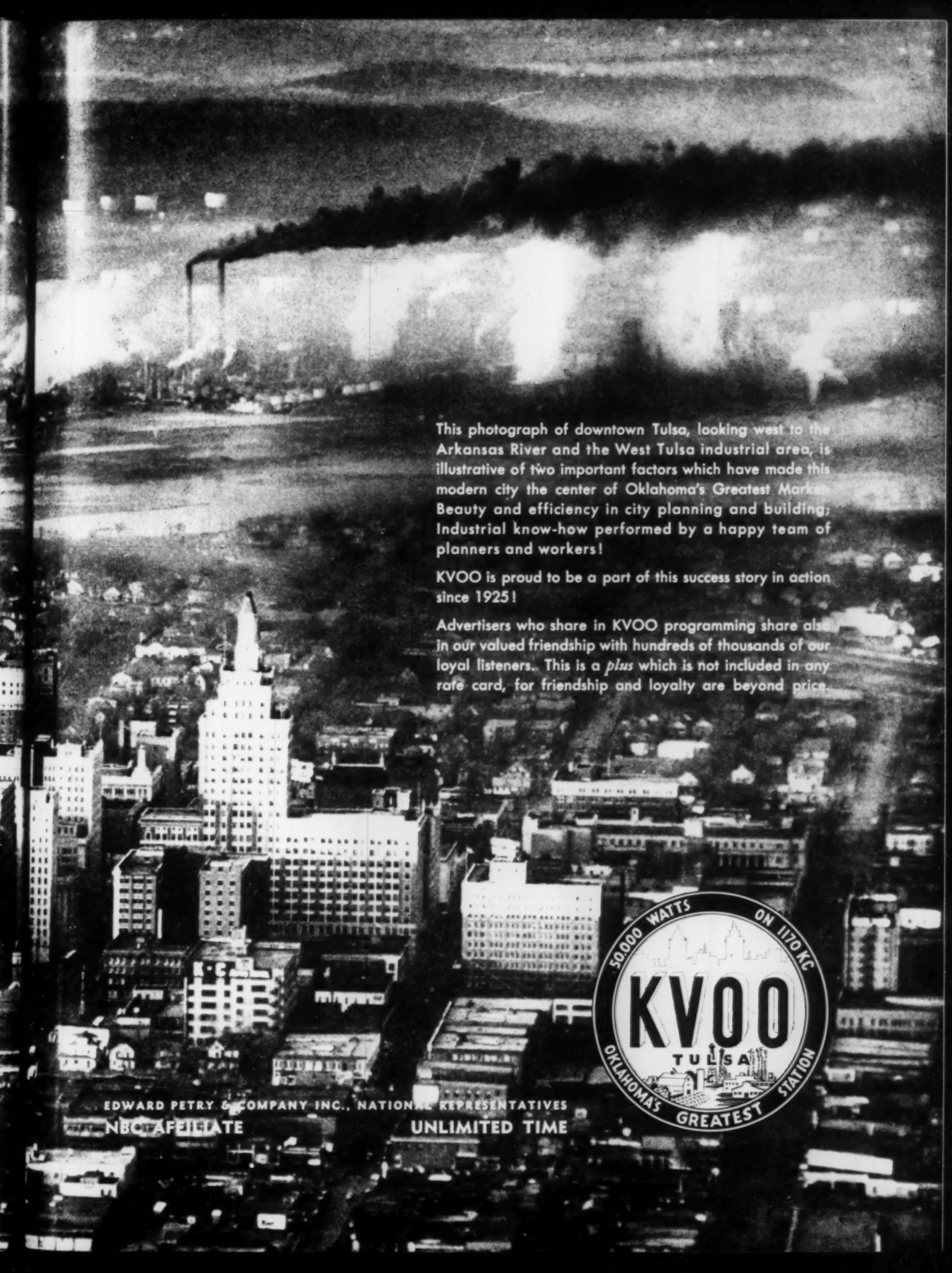
570 kc — 5000 watts

Headley-Reed, National Representatives

NBC AFFILIATE IN CENTRAL NEW YORK

• LEADERSHIP IS EARNED • LEADERSHIP IS EARN


TULSA

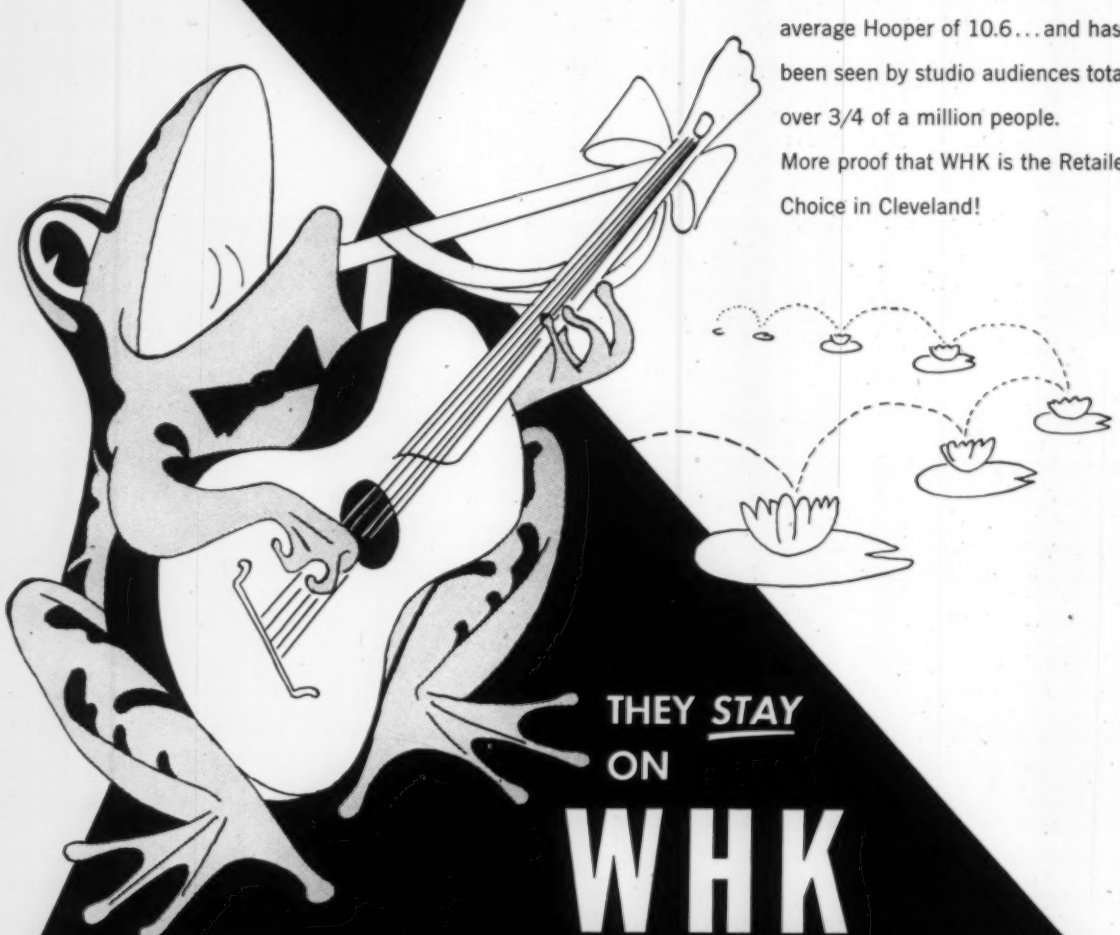

This photograph of downtown Tulsa, looking west to the Arkansas River and the West Tulsa industrial area, is illustrative of two important factors which have made this modern city the center of Oklahoma's Greatest Market: Beauty and efficiency in city planning and building; Industrial know-how performed by a happy team of planners and workers!
KVOO is proud to be a part of this success story in action since 1925!
Advertisers who share in KVOO programming share also in our valued friendship with hundreds of thousands of our loyal listeners. This is a *plus* which is not included in any rate card, for friendship and loyalty are beyond price.
50,000 WATTS
ON 1170 KC
KVOO
TULSA
OKLAHOMA'S GREATEST STATION
EDWARD PETRY & COMPANY INC., NATIONAL REPRESENTATIVES
NBC AFFILIATE
UNLIMITED TIME

"FROG ADVERTISERS"? NO SIR!

Advertisers don't jump around from station to station... in Cleveland. They STAY on WHK... where they get results! They reach the largest audience at the lowest (network station) rates!

One of our local advertisers has a 2-hour talent program now in its 13th year! It has maintained an average Hooper of 10.6... and has been seen by studio audiences totaling over 3/4 of a million people.

More proof that WHK is the Retailers Choice in Cleveland!



THEY *STAY* ON

WHK

The Paul H. Raymer Co., National Representative

BROADCASTING
TELECASTING

Vol. 36, No. 6 WASHINGTON, D. C. FEBRUARY 7, 1949 $7.00 A YEAR—25c A COPY

DOLLAR STRATEGY

NAB Maps All-Industry Sales Drive

By J. FRANK BEATTY

NEW WAYS to get broadcast dollars as inter-media and intra-radio competition get tougher will provide the theme for the NAB Management Conference in Chicago April 11-12.

Sales and revenue problems, with emphasis on AM, will dominate the meeting despite the crisis in BMB and the proposal to reorganize NAB, judging by feeling among broadcasters. This feeling was reflected in discussions of the NAB board's Convention Sites & Policy Committee at a Thursday meeting in Washington. Other key convention topics emphasized by the committee were public relations, television and employe relations.

The committee had tentatively adopted a three-day convention schedule, closing with a Wednesday morning FM session, but this action was reversed Friday with decision to hold an FM session Monday morning. Present plans, subject to revision, now call for President Justin Miller to open the convention at a Monday luncheon.

Preview of the convention's dollar-mark theme will take place next week when the NAB board meets in New Orleans. The sessions will be held Monday through Wednesday at the Roosevelt Hotel, preceded by Sunday committee meetings.

Originally the board's tentative agenda listed BMB for the first day's discussion. The directors' rebuke of BMB in November led to adoption of severe remedial steps in the research organization. These steps are felt in some industry circles to have met many of the basic objections to the second coverage study starting in March (see BMB story, page 31).

Plans to reorganize NAB also are slated for serious board discussion. The board's special realignment committee met Friday at NAB headquarters in Washington to explore the whole problem. Another committee meeting will be held Sunday in New Orleans prior to the full board session.

With decision of the board's convention committee to devote primary attention to sales and advertising at the April Management Conference in Chicago, the board itself will be faced with dollar-mark problems vital to the industry's future.

The new concept of the whole sales question involves many angles for management study. Some of these are:

- What to do when TV comes to a city.
- Telling radio's basic story via the All-Radio Presentation.
- Meeting stiffer competition from white-space media.
- Brand new technique to bring retailers into radio in a big way.
- Finding a formula by which AM, TV and FM can get along together.
- Special problems of unaffiliated stations.

Convention week in Chicago will become a seven-day event, starting with registration Wednesday, April 6, with inspection tours and reception for delegates to the Engineering Conference. This program ends Saturday the 9th.

New feature of convention week will be the Sunday conference for unaffiliated stations. This event has the approval of the board's convention committee. Delegates will register separately for the unaffiliated meeting. A full day's program is planned, including a luncheon business session. Idea for the meeting originated with the Unaffiliated Stations Executive Committee, of which Ted Cott, WNEW New York, is chairman.

Sunday's program also includes registration for the Management Conference. In approaching the sales problem, need of increasing revenues to finance improved programming will be stressed. Television, too, will get more attention than at any past industry meeting. NAB is discussing plans for greatly expanded TV activity as part of its reorganization.

THOUGH broadcast time sales passed $400,000,000 last year, an all-time record, the cake is being sliced thinner as new stations take the air and TV gets a continually expanding cut. Printed media competition is getting tougher, confronting broadcasters with a serious sales problem. NAB is preparing to take the lead in meeting this problem, with the board taking it up next week. The April convention will have a decided sales flavor.

NAB has moved swiftly and decisively against other media in the last two weeks. First the Dept. of Broadcast Advertising started after newspapers' and the retailer's advertising dollars [BROADCASTING, Jan. 31]. Second, the department came up last week with a retail project tentatively tagged "The Maine Plan."

This plan was revealed during the week at a series of meetings in Maine. It is a two-fold project, based on intrastate meetings with retailers and broadcasters. In each of five cities, Lee Hart, NAB retail coordinator, met broadcasters of the region, giving them the story of NAB's new techniques. Then she held meetings with retailers, telling them radio's sales story and explaining how the new generation of store operators is starting to take full advantage of the broadcast medium on the theory that the new generation of buyers is a radio-minded group.

Meetings were held last week in Portland, Lewiston, Augusta, Waterville and Bangor. Miss Hart explained NAB's new five-point technique for retail advertising on the air. Even before the week had ended, specific results were coming from the meeting. Shortly after the Lewiston meeting, for example, Frank Hoy, of WLAM, reported

(Continued on page 58)

CAPITOL CAULDRON

Brews Radio Trouble

By ED KEYS

RADIO suffered a hectic week on Capitol Hill and the storm flag has been hoisted over the industry.

The industry was ungently picked to pieces by Sen. Tom Connally (D-Tex.) before the Senate Rules Committee; was threatened with a continuing communications study by the Senate Commerce Committee; was facing the loss of the protective Taft-Hartley Law and was told that the government reorganization plan could result in a station license spoils system.

Also see Hoover Commission story, page 26

But the industry may find some consolation — even if scant — in learning that Stratovision's growth will not be stunted . . . at the moment, anyway. But this project will continue under a watchful eye from the Capitol and legislation may be offered later to block any Stratovision licenses.

There was a note of cheer, too, from the House side, where radio found a protector in Rep. Charles Halleck (R-Ind.).

The kicks were administered in this fashion:

- Discrimination was leveled at the industry when the House Un-American Activities Committee barred radio, television, movie and still photographers from its future public hearings, but left the door open to reporters.
- Sen. Edwin C. Johnson (D-Colo.), chairman of the Senate Interstate and Foreign Commerce Committee, revealed that a continuing probe of communications was under consideration. He also indicated he would delay introducing a bill to prevent licensing of Stratovision.
- The Administration's bill to repeal the Taft-Hartley labor law would replace it with the more anemic Wagner law of the past.
- A bill to empower the President to reorganize the Executive Branch of the government was considered. Rep. Halleck pointed out that loopholes might project station licenses into the gift trough of the political spoils system. (See story, page 26.)
- Sen. Connally claimed the existence of "crooked radio" which resulted in the names of Senators

(Continued on page 26)

HOOVER PLAN

Halleck Sees 'Spoils' Licenses

STATION LICENSES could become one of the prizes of the political spoils system unless amendments are made to government reorganization measure now under consideration by Congress, Rep. Charles Halleck (R-Ind.) intimated Jan. 31.

Congressman Halleck's warning was sounded at a hearing of the House Executive Expenditures Committee, featuring testimony of Former President Herbert Hoover, chairman of the Commission on Organization of the Executive Branch of the Government.

The bill would empower the President to reorganize departments, subject to veto within 60 days by both Houses of Congress. Speaker of the House Sam Rayburn (D-Tex.) earlier had explained that a number of agencies would be exempted from provisions of the bill because they are "quasi-legislative" and "quasi-judicial," as well as administrative [BROADCASTING, Jan. 31]. FCC, according to Rep. Rayburn, is one of the "fringe" agencies, which probably would also come in for exemption.

Mr. Hoover identified the measure as "just the first and a necessary step, in the grievously-needed reorganization of the Executive branch of the government."

First step, according to Mr. Hoover, is to get "these 1,800 'bureaus,' 'Commissions,' 'divisions,' 'departments,' 'administrations,' and offices into some sort of orderly relation before we can even begin on the further steps."

During a question period at the end of Mr. Hoover's testimony, Rep. Halleck, addressing the former president, recalled the "terrific struggle" over reorganization proposals in 1937.

Cites Difficulty

The difficulty at that time, Rep. Halleck said, hinged upon the continuing independence of the Comptroller General and the "great quasi-legislative and judicial independent branches of the government."

Congressman Halleck told Mr. Hoover that he had personally been "disturbed" by the problem and thought that Congress should not tackle the matter of separating the executive from the legislative and judicial functions.

It was recalled by Mr. Hoover that over the years there had been "a great many" quasi-judicial and quasi-legislative functions conferred on executive departments.

"If you start to make those discriminations," he retorted, "you will have great difficulty in applying it all around."

The legislator explained that he agreed there should be reorganization but couldn't believe that "any president would want to take into his hands direct responsibility, for instance, of the great functions of the ICC, but if that should ever come to pass, I envision what might happen if the FCC, instead of being an independent commission, was put into the Executive branch of the government, where the members of the Commission served without term . . . at the will of the Executive. It is conceivable, under those circumstances, that licenses granted to radio stations might change with the Presidents."

'Abhorrent Situation'

Rep. Halleck went on to explain that "what we would generally believe to be established rights under the granting of licenses might be withdrawn at the will of the Executive."

Such an eventuality, he said, would be "just a completely abhorrent situation." He couldn't believe that the Congress would tolerate any such proposals.

"In any event," he continued, "if we enact this legislation as it is written, I think we should do so in recognition of the fact that, if one branch of the Congress, as it is constituted at any given time, were to come into an agreement with the Executive on such a proposal as that, that it would become the law and with all of the evil consequences that might flow from it."

Earlier during his testimony, Mr. Hoover had expressed the view that so far as he knew "it is not proposed that the President should interfere with the quasi-judicial or quasi-legislative functions of the major 'regulatory agencies'." He described these "regulatory agencies" as the Interstate Commerce Commission, the Federal Trade Commission and others, but did not specifically refer to the FCC.

Discusses Exemption

More specifically on the matter of exemptions, the former chief executive maintained that if all "administrative agencies" were to be exempted "this bill is going to fall flat."

"It's either all or nothing at the present time or you're lost," he admonished.

Rep. William L. Dawson (D-Ill.), chairman of the committee, announced following the hearing that he hoped to have the reorganization measure ready for consideration by the House this week.

Chairman Dawson and two committee members last Wednesday discussed the measure with President Truman during a White House visit.

The Presidential conference, Rep. Dawson said, "did not go into details but concerned general objectives."

Capitol Cauldron

(Continued from page 25)

being besmirched.

One highlight at the weeks' activity came when Rep. John S. Wood (D-Ga.), chairman of the House Un-American Activities Committee, announced Jan. 31 that the committee had voted unanimously to bar broadcasts, recording, newsreel and television and photographers from future hearings of the committee.

This move, he said, was to spike criticism that the committee had more interest in publicty than investigations.

Congressman Wood said he believed "we have enough support to make it stick."

He also announced appointment of a three-member subcommittee to discuss with Attorney General Tom Clark cooperation between the FBI, the Central Intelligence Agency and the committee in future investigations.

The committee, headed by Rep. Francis E. Walter (D-Pa.), included Reps. Burr P. Harrison (D-Va.) and Richard M. Nixon (R-Calif.).

Lusty protests from the industry were lead off immediately by Mutual Commentator Albert L. Warner, chairman of the House Radio Correspondents Assn.

"Radio has a fight on its hands," Mr. Warner warned.

His rally call was echoed by George M. Dorsey, head of the White House News Photographers Assn., for that group.

Mr. Warner, in a letter to Chairman Wood Feb. 1, asked for reconsideration of the decision banning radio and video and sought an audience for representatives of his association.

It was pointed out by Mr. Warner that millions of people depend upon radio for much of their information on current events and that it was his impression that the public hearings of congressional committees were held, at least in part, to inform and educate the general public.

"There seems to me to be no more accurate and faithful way of reporting a proceeding than by broadcasting the affair verbatim," Mr. Warner argued. He added:

"There is nothing in factual broadcasting which transgresses the rights of individuals appearing before the committee.

I believe it has been suggested that your committee wishes to avoid noise or disturbance within the committee room. May I point out that as far as standard broadcasting is concerned no noise is involved and no distracting equipment or personnel. If there is a loud-speaker system in the committee room, a simple connection is all that is required. If there is no loud-speaker system, only one microphone before each speaker is necessary, since broadcasters are willing to pool their operation. Where committee rooms have loud-speaker systems, such microphones are a part of every day congressional use.

In a clarifying statement Feb. 2 Chairman Wood said the ban did not apply to radio news reporters and that "any reporter, radio or otherwise, will be permitted to sit in the committee room and take notes."

A similar ruling was made in the preceeding Congress, but forgotten after a flood of protests.

In his Jan. 31 broadcast of *Congress Today*, Mr. Warner pointed out that broadcasting is a better check upon any unfair reporting than "any third person account in the printed word."

The television segment of the industry, he said, feel that their coverage should "at least be subject to discussion and not prohibited by sudden announcement of the committee."

"If the people can hear and look in upon a solemn occasion such as the Presidential Inauguration through broadcasting and televi-

(Continued on page 60)

Drawn for BROADCASTING by Sid Hix

"Our soap client wants to give away a fully-equipped advertising agency and all his advertising."

GOP RADIO

Medium Planned as 'Spearhead'

GOP LEADERS are reforming their battle lines, with radio as "the spearhead of a revitalized fighting force," preparatory to launching an all-out public relations and vote-inspiring drive.

The giant public relations project was being planned last week by Republicans in the House of Representatives and the blueprints indicated that it might be the largest drive of this type in the history of Congress.

House GOP Leader Joseph W. Martin Jr. denied that the plan had been inspired by President Truman's "Give 'em Hell" campaign. But he did concede that the Democratic tactics had lent impetus to the idea.

Comments of Ed Ingle, radio director of the Republican National Committee, although not directly linked to those of GOP Congressional leaders, were significant.

Mr. Ingle revealed last Friday that a study of Republican campaign activities in the recent Presidential race showed that in the critical areas where the GOP had lost the Presidency and numerous seats in Congress, radio had not been fully utilized.

Plans are underway to avoid a recurrence of this, Mr. Ingle said. "The ether," Mr. Ingle told BROADCASTING, "holds the fate and fortunes of a political party."

"A preliminary examination of the Republican party's campaign activities," he said, "clearly indicates that in the critical areas where the party lost, radio either was not adequately utilized or its dynamic power was dissipated through ineffective use."

Party leaders and workers on all levels will be fully indoctrinated on what measures must be taken "to reap the fullest benefits from radio and, of course, television," according to Mr. Ingle.

Radio Results

Mr. Ingle maintained that in areas where victories were scored by the GOP it had been established that "properly utilized, the air waves can furnish the surest way to the hearts of the voter and to public office."

"We intend to use radio as the spearhead of a revitalized fighting force," the radio director told BROADCASTING.

Mr. Ingle indicated that full details on the GOP use of radio in the critical and victory areas are not now available, as a complete analysis has not yet been completed.

Rep. Martin explained that the public relations drive, designed to advise voters on the activities of Republican Congressmen, had been endorsed by a conference last week of all House Republicans. He will select a publicity committee, of which he will be an ex-officio member, to carry the Republican message to the people. Other committee members will be named by Rep. Martin, probably this week. Another ex-officio member of the publicity committee will be Rep. Leonard W. Hall (N.Y.), chairman of the National Republican Congressional Committee.

A well-paid staff will prepare the committee's messages to the people, according to Congressman Martin.

President Truman's sharp criticism of the 80th Congress was not adequately answered in the last campaign, in the opinion of Rep. Martin and other GOP leaders on Capitol Hill. Rep. Martin emphasized that his comments could not be construed as criticism of Gov. Thomas E. Dewey, the GOP Presidential nominee, or anyone else.

Looks to '52

He was determined, however, that the same mistake would not be made during the Congressional race in 1950 or in the 1952 Presidential contest.

Rep. Hugh D. Scott announced last Tuesday that henceforth "the Republicans are going to put a new look into politics." Congressman Scott, who is chairman of the Republican National Committee, applied a new interpretation to the party label. GOP, he said, now stands for "Great on Progress."

Congressman Scott was on the West Coast to confer with party leaders in Pasadena and Santa Barbara, Calif.

DESPITE his warning on government inroads on radio to the Radio Executives Club of New York [BROADCASTING, Jan. 31], Ramon Quinones (center), president of WAPA San Juan, enjoys a laugh with Carl Haverlin (r), president of BMI and the Executives Club, and Tomas Muniz, president of Puerto Rico Broadcasters Assn.

AFL TO SPEND

$500,000 on Network Shows

RADIO plans of the AFL envision the spending of $500,000 for sponsored network shows in the next year, it was learned last week.

The money will be spent for educational purposes by both the AFL itself and by its Educational League. The Educational League already has approved the expenditures and it is expected that the AFL executive committee will give its okay in Washington this week.

The whole matter of labor press and radio activity on national, regional and local levels came up at the AFL executive committee meeting in Miami last week. It was announced at that time by Joseph Keenan, director of the League, that a weekly tabloid also was contemplated.

Morris Novik, radio labor consultant, said in New York that the radio plans are not yet definite. Format of programs must still be decided but it is expected, he said, that network shows will be on a daily basis.

It also is likely that local or regional cut-ins for network shows will be employed. This technique, which became known as the "Novik formula," was used with great success by labor during the recent presidential campaign. Labor leaders are said to favor its continuance. Under the cut-in practice, a local U. S. senator or representative or other figure is able to make a presentation on back-home problems.

Beech-Nut Spots

THE 1949 advertising campaign for Beech-Nut Gum, made by the Beech-Nut Packing Co., will get underway in February with the use of spot announcements on over 250 stations across the country in addition to magazines and Sunday supplements. Contracts for spots are for 52 weeks. Newell-Emmett Co., New York, is the agency handling the account.

KXLW SUES UNION

Seeks $400,000 From Strike

ST. LOUIS County Broadcasting Co., owner of KXLW Clayton, Mo., filed suit Jan. 31 in the Circuit Court at Clayton seeking $400,000 damages against the AFL Radio Broadcasting Engineers Union, Local 1217 (affiliate of IBEW). Members of the union have been on strike since last Dec. 6.

Also named as defendants were eight individual officers of the union, five members of IBEW and two of its officers. KXLW alleges the union in striking violated certain requirements of the Missouri Madison Labor Law. The station also asserts that it has lost some advertisers at the insistence of the union. KXLW also is seeking a permanent injunction to halt picketing at the station and at a tower the company has under construction in Brentwood. Erection of the tower has been halted.

Charleston Hoopers

CHARLESTON, W. Va., last week became the 100th U. S. city for which City Hooperatings of C. E. Hooper Inc. are prepared. In all, five Charleston stations, WCAW, WCHS, WGKV, WKNA and WTIP, now subscribe.

USED CARS

S. F. Dealer's Radio Pays

HORSETRADER ED'S is a unique San Francisco used car lot that in one year grew into the largest—by business volume—car sales organization in the U. S. It is a business built almost entirely by radio.

Horsetrader Ed's was just an average car lot until Sherman & Shore, one of the more radio-minded agencies in San Francisco, took over the account.

The agency first completely remade the lot—redecorated it like a corral, dressed the salesmen in cowboy outfits and threw in a pony or two for props. Then one of the most original spot radio campaigns in Bay area radio history was undertaken.

At the rate of $6,000 per month, Horsetrader Ed through Sherman & Shore whooped and yodeled his story regularly, persistently and aggravatingly over the area's radio stations.

The campaign paid off with $3,780,500 worth of business in 1948, unsurpassed by any other car lot in the nation, both Horsetrader Ed and Sherman & Shore claim.

The only other advertising used during the campaign was a paid newspaper column that ran for a few weeks during the year and a single billboard sign. The rest of the campaign was carried by radio spots only.

In a report issued last week, Sherman & Shore announced it spent close to half a million dollars on radio spots last year and in each case found such advertising paid the largest dividends for its clients.

Spot radio campaigns for Girard's French Dressing over KLAC, KMPC and KFWB in the Los Angeles area increased business 25% for the company without supporting campaigns in any other media.

A similar campaign over Los Angeles and San Francisco stations jumped business 50% for California Central Airlines, another of the agency's accounts.

AT ABC AFFILIATES meeting in Ambassador East Hotel, Chicago, on Jan. 27 cameraman found some of his subjects in a serious mood, others chatting informally. L to r: Left photo—Karl Sutphin, ABC Central Division promotion manager; Harold Hough, WBAP Fort Worth manager, and Alex Keese, WFAA Dallas; center photo—Pat Williams, WING Dayton executive vice president, and Mark Woods, ABC president; right photo—Bill O'Neill, WJW Cleveland manager; Lee Jahncke, vice president in charge of ABC station relations, and Chet Thomas, KXOK St. Louis manager.

ABC'S PROGRAM STRESS

Woods Maps Talent Plans

ABC is going in for programming in a big way in 1949, President Mark Woods said in Hollywood last Tuesday, joining CBS in pursuit of name talent.

Mr. Woods said that rather than cutting back its programming budget this year, ABC will spend more for AM programming than it spent last year. This is necessary to finance the dollar-draining appetite of television, he added. Corporately, he explained, "ABC is very able to handle its financing."

Meanwhile, in San Francisco for an affiliates meeting, Mr. Woods said ABC expects to do a $45 million gross business this year, as against $44.3 million in 1948. Most of the profits will be plowed back to develop television, "which at the outset will be one of the quickest ways to lose money," he said.

Mr. Woods said he expects CBS to become the most popular network for a year or so because of its recent talent acquisitions.

"But it won't retain its lead for long," he said. "We are dickering with four top comedy and dramatic stars right now, and there are new programs and talent coming along all the time. We lost Bing Crosby but we still have *Stop the Music*, and its popularity is growing."

Arriving late at a news conference in Hollywood, ABC's president said he was delayed "by a conversation with the star of another network."

"We're not selling ABC to 20th Century-Fox tomorrow or the next day," he said in answer to questions. In fact, he continued, the negotiations have been broken off and there is no present likelihood of a sale. At the same time he left the sales door open with the passing comment, "Anything is always subject to reopening."

Asked to explain sale of ABC stock by himself and others, Mr. Woods explained, "What happened was we owed a little money," and added that it's difficult to keep banks waiting. Next asked to explain the "coincidence" between the sale of stock and the almost simultaneous signing of five-year personal service contracts, he replied it was the wish of Board Chairman Edward Noble. Mr. Woods said that he had never liked the idea of such contracts but was always willing to accede to such a request of "the boss."

He termed the ABC KECA-TV television studio site as "the largest plant of its kind" in the world and said the network planned to spend approximately $1 million on its 20 acre Television Center in Hollywood.

Mr. Woods believes radio will be very much alive 25 years hence even in the face of television. Conceding that radio may suffer from TV, he felt it perhaps will be strongest in the daytime.

Film, he said, will be a larger factor in television than at present. He said negotiations were underway with 20th Century-Fox for the production of film and that independent producers were also being considered including Hal Roach and United World.

KECA-TV, Hollywood owned outlet of ABC, will be on the air sometime in May, according to Mr. Woods. And he added that KGO-TV, San Francisco owned outlet, likely will be on the air within two weeks of KECA-TV.

Owing to time differences, Mr. Woods said that except for top special events possessing a quality of immediacy, a nationwide coaxial cable will be used "as infrequently as possible." This he felt forces the importance of film in television's development.

And once Hollywood is television-operative with its station, Mr. Woods said, programs will be put on there for kinescope distribution to the East just as well as eastern programs will be available in the West. He said ABC will always be interested in "new young talent" for he feels that will be one of the prime areas of television's personalities.

May Telecast Giveaways

Mr. Woods said ABC is considering the telecasting of giveaway programs over its television affiliates.

He thought color television is at least 10 years away because, he felt, present processes are too expensive and too complicated.

On the loss of Bing Crosby, Mr. Woods said, "We're very sorry to have lost Mr. Crosby," adding, "we knew nothing of the development nor did the sponsor until it was virtually sealed."

Asked whether there was any "coincidence" in the fact that Bob Hope has announced his intention of switching WHAS Louisville to ABC affiliation if successful in its purchase, Mr. Woods replied, "We'd like to have WHAS" and "we're very friendly with Mr. Hope."

Although Mr. Woods declined to reveal the identity of any of the stars he was wooing, there is speculation as to whether any of the five unidentified might be Eddie Cantor and Lum 'n' Abner. It is also understood that one star called Mr. Woods while he was in Hollywood, perhaps someone spoken to by William S. Paley, CBS board chairman.

The ABC president said that his network had already expended approximately $5 million and would spend approximately one and a half more on TV before being totally operative in five cities. He felt it might be five years before the network is operating in the black, in television.

Commenting on television's effect on events such as sports or movies, he said, "You can't keep people at home all of the time even with television." And he also recalled that Tex Rickard once left radio outside the boxing arena's door about 25 years ago as result of one poor gate, and that after 3½ years, radio's mike was restored to the ringside advantageously for boxing. And as to movies, he said that television would help to build larger audiences for better movies but can't help but compete with inferior ones.

FCC January Report

FCC MONTHLY report for January shows that as of Jan. 31 the status of broadcast station authorizations and applications was as follows:

	AM	FM	TV
Total Authorized	2,138	955	123
Total on air	1,924	706*	57
Licensed (All on air)	1,878	225	7
Construction permits	260	697	116
Conditional grants		33	
Total applications pending	1,219	478	367
Requests for new stations	461	116	313
Requests to change existing facilities	299	11	19
Deletion of licensed stations in January		1	
Deletion construction permits	1	15†	1
Deletion of conditional grants		1	

*** Includes 12 conditional grants and 469 construction permits.**

† Includes WMFA Memphis, deleted effective Nov. 1, and WGL-FM Fort Wayne, Dec. 30.

Following television stations during January were authorized to commence operations on dates named: Jan. 1, KTTV Los Angeles and KLEE-TV Houston, Tex.; Jan. 7, KNBH Los Angeles; Jan. 15, WHO-TV Dayton, Ohio; Jan. 16, WOIC Washington (Jan. 11 one day only). CP for WVTL Utica deleted effective Jan. 27.

HAUSMAN NAMED

CBS Adv., Sales Prom. Dir.

LOUIS HAUSMAN last week was appointed director of advertising and sales promotion for CBS.

Mr. Hausman

Mr. Hausman, who has been associate director of CBS advertising and sales promotion department since October 1947, joined CBS in 1940. Prior to his association with CBS he was advertising and sales promotion manager for the Electric Shaver division of Remington Rand and before that in the advertising and sales promotion department of American Safety Razor Co.

In his new position he will report to Victor M. Ratner, CBS vice president in charge of advertising and sales promotion.

ET NETWORK

Plans Service Feb. 15

FORMATION of a transcription network service under the name, Transcription Broadcasting System, was announced Wednesday by Ray Green, executive vice president.

The new service is a wholly-owned affiliate of Kermit-Raymond Corp., package producers, which will produce the shows for the new organization. TBS, as the transcription network is to be known, will start operations Feb. 15. It already has signed 116 stations to receive its complete service, Mr. Green said.

Mr. Green

Five shows are to be delivered immediately to member stations. These are: *Hollywood's Open House*, featuring Jim Ameche as emcee and Ray Bloch and orchestra; *Robbins' Nest*, with Fred Robbins, disc jockey; *It's a Great Show*, starring Jackie Gleason backstage at hit shows; *Anything for Laughs*, with Comedian Frank Gallup, and *The Radio Theatre of Famous Classics*, dramatic show.

The five shows comprise eight and three quarters hours weekly in 19 weekly programs. Their total cost plus network service is the station's one-time Class "A" national half-hour rate weekly. As additional shows are added to TBS, further charges will be assessed, but these will be nominal, it was said.

TBS has elaborate plans to sell time to national advertisers on behalf of every client station. No promise of time sold, however, was made the basis for selling membership in the network, it was said. The fact that the five shows were made available at the low rate was regarded as the main reason for most stations joining.

To Open New Offices

Stations were promised, however, that TBS would solicit national advertisers. For this purpose, it is the firm's plan to establish offices in New York, Detroit, Chicago, Los Angeles, Cleveland, Dallas and Atlanta. TBS will claim no fee for selling time, however, its only compensation being from the sale of memberships, it was said.

Each member station, while selling the programs to its local advertisers, will also report its availabilities of TBS shows to the New York office, which will distribute this information to the six branch offices. A program bulletin to all timebuyers at advertising agencies will be sent out monthly. TBS will also take space on a regularly scheduled basis in trade and advertising papers to make known these availabilities.

As part of its service, TBS will maintain in its New York office an advertising and publicity set-up which will provide each station with press and promotion material on each show. A monthly matted news service also will be sent to each newspaper in markets served by TBS members.

Selection of new shows will in part be determined by station members. Three times yearly, TBS will submit a questionnaire to members of five or six new shows available for immediate production.

According to Mr. Green, it is the goal of the transcription network to build up a system of about 500 stations carrying anywhere from 15 to 20 hours of TBS shows weekly for local, national and regular sponsorship.

Officers of TBS

Officers of TBS are: William J. McCambridge, president, who also is president of K-R and formerly was general manager of Press Association, AP's radio subsidiary; Mr. Green, executive vice president; David Fiel, vice president; Theodore Green, treasurer; Howard Epstein, secretary; Arthur Simon, general sales manager, and formerly manager of Bulova stations; Stephen Girard, director of station relations, and formerly of World Broadcasting Corp.; David Finn, director of advertising, formerly of American Artists Group, and William Ruder, director of publicity, formerly exploitation director of Samuel Goldwyn Productions.

The Chicago office is to be headed by Arthur Beckwith, formerly with Joseph Hershey McGillvra, station representative. The Los Angeles office, to handle both production and sales, is under direction of Harold (Scrappy) Lambert, formerly of MCA.

KIRBY TO NBC

To Be Program Consultant

APPOINTMENT of Edward M. Kirby, former chief of the Army Radio Branch, as special program consultant of NBC at New York headquarters was disclosed Friday.

Mr. Kirby will report to Administrative Vice President Ken R. Dyke, in charge of NBC programming operations. The appointment, it was presumed, is in line with NBC's project to revitalize its schedules in the wake of the CBS "raid" on its top-rated programs.

Mr. Kirby

Col. Kirby joined NAB in 1938 as public relations director, after serving on the executive staff of WSM Nashville. He was in the Army from 1940 until 1945 during which time he developed a number of network programs, including *The Army Hour* on NBC.

Mr. Kirby announced that he had disposed of his minority interest in WMAK Nashville. Since his retirement from active service he has engaged in general radio consultation. Mr. Kirby was a Peabody Award Winner in 1943 for his military radio activities and was cited for introducing "Yankee ingenuity on a global scale" into military programming.

PLANS for the fourth year of sponsorship by Perfect Circle Corp. of the 500-mile Indianapolis Speedway classic on the Mutual network [BROADCASTING, **Jan. 31] are discussed by (l to r) E. W. Leach, Henri, Hurst & McDonald; Walter Holden, MBS account executive; Herman Teetor, advertising manager of Perfect Circle Corp., and Wilbur Shaw, president and general manager of Indianapolis Speedway Corp.**

NEWLY formed Tennessee Assn. of Broadcasters effected the first statewide radio pool in Tennessee history when it covered the inauguration of Gov. Gordon Browning (r) at Nashville. A. B. Neil, state supreme court judge, administers the oath. All of the state's 50 stations are reported to have carried the broadcast.

LOUIS RUPPEL

Chosen Director of CCBS

SELECTION of Louis Ruppel, former publicity director of CBS, as director of the Clear Channel Broadcasting Service [CLOSED CIRCUIT, Jan. 31], was announced last week by Edwin W. Craig of WSM Nashville, CCBS chairman, and Victor A. Sholis of WHAS Louisville, chairman of the committee to choose a director.

Mr. Ruppel

Mr. Ruppel was expected to arrive at CCBS headquarters in Washington late last week. He had been slated to commence his CCBS duties Feb. 1 but was delayed temporarily by a cold. He succeeds Mr. Sholis, who resigned as director almost two years ago to become director of WHAS.

Now 45, Mr. Ruppel has a background of news, publicity, war service, and photography. After serving with the *New York American* and the *New York Journal* he became a political writer for the *New York News* in 1929, covered Gov. Roosevelt's first presidential campaign in 1932, and the following year was named U. S. Deputy Commissioner of Narcotics, serving in Washington until 1935.

He was managing editor of the *Chicago Times* from 1935-38, leaving the *Times* to become CBS publicity director. With the network from 1939-41, he moved next to Crowell-Collier Pub. Co. as assistant to the president. He resigned in late 1942 to join the Marine Corps, where he served as a captain and won the South Pacific Medal with one star.

Released by the Marines after about two years' service, Mr. Ruppel became executive editor of the Chicago *Herald-American*. He resigned in September 1945 to establish a photography business.

WINNERS of first annual Emmy awards, presented by Academy of Television Arts & Sciences after recent Hollywood seminar sessions [BROADCASTING, Jan. 31], are all smiles as they receive congratulations from Lewis Allen Weiss, Don Lee president and MBS board chairman. Winners and awards (l to r): Charles Mesak, KTSL, for technical achievement; Mike Stokey, KTLA, most popular program; Mr. Weiss; Shirley Dinsdale, KTLA, most popular personality; Stanley Rabin, Marshall Grant Productions and Realm Television Productions, best film made for TV, and Klaus Landsberg, KTLA general manager and Paramount West Coast TV director, for outstanding station achievement. Proceedings were telecast by Don Lee's KTSL.

NEWSMEN LAWS

News Source Protection Is Sought

BILL providing protection for newspaper and radio newsmen from contempt of court or other penalties for refusal to divulge news sources is before the Oregon Legislature. It was introduced by Senator R. D. Holmes (S-66), and is titled the "Radio-Newspaper-Television Protection Act."

In New York State, Senator Thomas C. Desmond described a bill he has introduced along similar lines as a means of promoting law enforcement. He made the statement after a survey of attorneys general and other public figures.

Senator Desmond said protection of reporters, whether for newspapers or radio, from compulsory disclosure of news sources, safeguards the public interest.

"Anyone familiar with the history of reporting in our country," Senator Desmond wrote, knows that newsmen and newswomen have been in the forefront in the battle against corrupt judges, bungling politicians, black marketeers and the stealthy saboteurs of democracy, through the antiseptic power of exposure. That is why my bill to extend to reporters for newspapers and radio the right to keep confidential the sources of their stories is so important—not only to newspaper and radio people, but to the public in general.

"The objectives of my bill are to:

1. Free newsmen to expose waste and corruption in public office without fear of being hounded by citations for contempt and by threats of jail sentences.
2. Protect the sources of information which otherwise might be closed to reporters because of the informants' fear of harm or other reprisal if their identities are known.
3. Give legal recognition to the newsmen's code of ethics which bars revealing sources of information.
4. Implement, in a practical way, the Constitutional guarantee of free dissemination of news.

As radio reporting staffs expand and coverage of news by radio becomes even greater, the protection offered by my bill will become increasingly important. For the more vigorous and public-spirited newscasting becomes, the more it will draw the fire of small-minded officials, who will harass radio reporters with threats to force them to divulge the names of informants. This will dry up news sources and will tend to confine radio news to official "hand-outs."

When an Augusta, Ga., reporter refused to disclose the name of a policeman who had tipped him off about a murder, he was jailed. In Kansas, a writer was fined for refusing to tell who had given him a story about vice conditions in Topeka. In Kentucky, on two different occasions newsmen were jailed for keeping confidential their news sources. In Texas a reporter was jailed for refusing to reveal that an Assistant District Attorney had given him a story involving Communists. In the State of Washington, a reporter was jailed for sticking to this code of ethics. And last year, when Douglas V. Clarke and Charles Leonard, city editor and reporter, respectively, on the Newburgh, N. Y., News, reproduced policy slips in their paper, the District Attorney had them convicted of contempt of court for refusing to reveal who gave them the gambling evidence, and they went to jail.

What happened to these newspaper reporters can happen to any radio reporter—unless he is protected, as my bill will protect him, from the vengeful wrath of censorship-minded officials.

Today, newspapermen's privilege laws have been adopted in eleven states. These laws should now be amended to include radio reporters. In the thirty-seven remaining states there are no news privilege laws at all. Not only New York State, but all of these remaining states should all adopt a reporters' privilege law which will protect both newspaper and radio reporters.

A survey which I have made of attorneys general, police chiefs, newspaper editors and journalism school deans in the eleven states which now have reporters' privilege laws revealed virtual unanimity that these laws have not impeded law enforcements. On the contrary, because they have removed from informants the fear of reprisal in abuse or violence, they have actually helped to combat corruption and neglect of duty among public officials."

Fram MBS Series

THE FRAM Corp., Providence, R. I., said to be the country's largest automobile filters manufacturer, will sponsor *Fram Sports Thrill of the Week* over 111 MBS stations, Jess Barnes, vice president in charge of sales, announced last week. Featuring Ed Thorgersen, the five-minute program, to be aired Saturdays, 9:55-10 p.m., beginning March 12, represents the company's first network venture to date. VanSant, Dugdale & Co. Inc., Baltimore, is the agency.

SLANDER LAW

Sought in Georgia

LEGISLATION protecting owners of broadcast and television stations from liability for defamatory statements made by others was introduced in the Georgia Senate last week by Senators Land and Overty. It specifically exempts owners or agents from liability for defamatory statements made on behalf of a candidate for political office. Complainants would be allowed only "actual consequential or punitive damages as proved."

The Georgia House passed a stringent new libel law last Tuesday following attacks on newspapermen during heated debate. Rep. Bobby Lee Cook, according to Associated Press dispatches, called an Atlanta Constitution article about him "a sorry lie." Rep. Julian Bennett attacked George Goodwin, *Atlanta Journal* writer, and Walter Paschal of WSB, the *Journal's* station, as well as James M. Cox, *Journal* publisher. The *Journal* had carried a Pulitzer prize-winning series charging fraud in voting.

The House measure would repeal a present provision in libel laws which permits newspapers to retract an "honest mistake."

PACKAGER

Syde Is Head of New Firm

FORMATION of Fine Arts Productions & Television Guild has been announced in Hollywood by Milton Syde, president. The firm will package radio and television programs. Offices will be at 5927 Sunset Blvd.

The firm is building adjacent to its offices a 125-seat theatre, expected to be completed by mid-February. Besides Mr. Syde, officers are Carl Cohen, vice president, and Cynthia Andrews, secretary-treasurer. Kurt Thurmann is to head television department.

NBC BAN

On Transcribed Shows Lifted

NBC last week officially approved the use of transcribed programs on the network, thereby becoming the last of the four major networks to break the one-time steadfast exclusion of such program fare [BROADCASTING, Sept. 27, 1948].

Although NBC has occasionally used transcriptions in recent months, the admission of such shows on a large scale was, until the announcement of the new policy, prohibited.

Ken R. Dyke, NBC administrative vice president in charge of programs, said that transcribed shows would be used when talent, agency, advertiser and network agreed that improvement would be obtained by the use of transcriptions.

Mr. Dyke said that high fidelity transcriptions would insure that there would be "no impairment to the quality of the transcribed programs."

NBC's Stations Planning and Advisory Committee, meeting in New York a fortnight ago, was advised of the network's intention to open its air to transcriptions and was said to have agreed to the plan.

Crosby Was First

The first top popularity network show to be broadcast by transcription regularly was Bing Crosby's program, for Philco Corp., on ABC. Although it has not been definitely decided whether Mr. Crosby will continue to transcribe his programs when he moves to CBS next fall [BROADCASTING, Jan. 24], it was presumed that CBS would not enter serious objection to such a procedure.

CBS several months ago announced it would use for summer programming transcribed repeats of sponsored shows broadcast in fall, winter and spring—if advertisers desired to follow that plan.

Mutual has made considerable use of transcriptions for some time.

Camels-Pabst-Camay

THREE radio advertisers ran a cooperative ad last Friday in more than 150 newspapers promoting Friday night on NBC and their comedy shows. The advertisers, Camel Cigarettes, Pabst Blue Ribbon and Camay Soap, were plugging, respectively, for Jimmie Durante, 8:30-9 p.m., Eddie Cantor, 9-9:30 p.m., and Red Skelton, 9:30-10 p.m. Agencies are William Esty for Camels, Warwick & Legler for Pabst and Benton & Bowles for P&G's Camay Soap.

GEORGIA MEET

Anti-libel Law Backed By GAB

WEIGHT of the Georgia Assn. of Broadcasters was thrown behind libel legislation, introduced in the State Legislature, at the Jan. 28-29 meeting of the association held at the Forrest Hotel, Rome.

Dean Covington, general manager of WROM Rome and State Representative from Floyd County, reported that House Bill No. 271 had been introduced. The legislation would free radio stations from libel suits for statements made by those who buy time on the stations. Belief was voiced that the bill will pass and become law.

The association voted to adopt Boy's Estate, a 350-acre plantation home for underprivileged boys at Brunswick, Ga. The home becomes a primary project for the year. GAB President John Fulton, WGST Atlanta, named this committee to direct the project: Robert W. Rounsaville, WQXI Atlanta, chairman; Edwin Mullinax, WLAG La Grange; Allen M. Woodall, WDAK Columbus; Kenneth E. White, WMOG Brunswick. The association resolved that all member stations make a planned drive this year for the benefit of the home.

Fulton Presides

Some 70 Georgia broadcasters attended the meeting, with Mr. Fulton presiding. Thad Holt, WAPI, WAFM (FM) Birmingham, spoke on FM broadcasting. Follqwing a panel discussion on selling, Mrs. C. C. Fuller, of Tucker Wayne Agency, Atlanta, reviewed time-buying problems. Frank Gaither, WSB Atlanta, discussed problems of 50 kw and TV stations, with Mr. Rounsaville going into the outlook for small stations.

The national representative's viewpoint was presented by James Ayers, of Taylor-Borroff, Atlanta. Maury Long, business manager of BROADCASTING, spoke on "Radio's Outlook for 1949."

Cocktail and buffet supper were held at the Collier Springs Club. Hosts were Rome station managers, Happy Quarles, WRGA; Mr. Covington and Robert Leach, WLAQ Rome.

Those who attended were:

Ed Bernd, AP Atlanta; Bill Shepherd, WWGS Tifton; Bevo Whitmire, WFBC Greenville, S. C.; Dan Schmidt, Geo. P. Hollingbery Co., Atlanta; Tom Carr, WGLS Decatur; P. G. Walters Jr. and J. W. Hillegas, RCA, Atlanta; Lee Mowry, WLAQ Rome; Virgle E. Craig, WLET Toccoa; Chesley Hooper, WLBB Carrollton; Jimmy Matthews, WLBB; Bob Brown, INS; Betty Bonner, WCOH Newnan; Thad Holt, WAFM(FM) Birmingham; Mrs. C. C. Fuller, Tucker-Wayne, Atlanta; Jim Ayers, Taylor-Borroff, Atlanta; Maury Long, BROADCASTING, Washington; Ralph S. Hatcher, Lang-Worth, New York; W. E. Snowden, Snowden & Steward Adv., Atlanta; H. E. Johnson, WDEC Americus; Lewis Miller, WDEC; R. W. Sockwell, WRQN Vidalia; Mildred Whitmire, Greenville, S. C.; Allen Woodall, WDAK Columbus; William B. Estes, WGAA Cedartown; Bob Moran, WRQN Vidalia; Red Ledford, WRQN; Bill Armond, WBLJ Dalton; Fred Bell, Katz Agency, Atlanta; Ed Mullinax, WLAG LaGrange; Ben Williams, WTOC Savannah; "Red" Cross, WMAZ Macon; Albert Sanders, WMAZ; Frank Gaither, WSB Atlanta; Dean Covington, WROM Rome; James Ayers, Taylor-Borroff, Atlanta; Louise Hardin, WBHF Cartersville; James O. Hardin Jr., WBHF; Stanley Whitaker, UP, Atlanta; Bill Lowrey, WQXI Atlanta; R. W. Rounsaville, WQXI; John Fulton, WGST Atlanta; Don Naylor, WGST; Charles Godwin, Mutual, New York; Gertrude Gordon, Rich's, Atlanta; Fran Adams, Rich's; O. W. Owings, BMI; H. Wimpee, WPAX Thomasville; J. H. Orr, Electronic Sales, Opelika, Ala.; Mather Payne, WRGA Rome; Happy Quarles, WRGA; Bob Leach, WLAQ Rome; Bill Davies, Burgett Mooney, and Jim Mann, all WLAQ; R. J. Palmisano, RCA, Atlanta; Mrs. Tom Carr, WGLS Decatur; William W. Joyce, Katz Agency, Chicago; Charles Doss, WROM Rome; E. F. MacLeod, WGGA Gainsville; Harry Harkins, Katz Agency, Atlanta; Edward Sause Jr. and Frank Sause, Broadcast Time Sales Corp., New York.

ATTENDING the WRGA Rome, Ga., "new studio" party, held in conjunction with the GAB meeting were (seated, l to r) Don Naylor and Mr. Fulton, WGST Atlanta; Mrs. Fuller, and Mr. Quarles. Standing: Bevo Whitmire, WFBC Greenville, S. C.; Mr. Ayers; Charles Godwin, Mutual, Atlanta, and Don Schmidt, George Hollingbery Co., Atlanta.

BMB STUDY

Frequency Breakdown Urged

BMB's technical committee, meeting Wednesday at the bureau's headquarters in New York, recommended a revised plan of reporting audience figures when the returns of Study No. 2 are tabulated and published.

Committee resolution, addressed to the research committee of the BMB board, calls for reporting not only the total weekly audience of each station in each county and measured city, but also the composition of that total in terms of listening frequency—one or two, three to five, or six or seven days or nights a week. The resolution also recommends that the board research committee consider the elimination of average daily audience figures from the report.

These recommendations, the committee explained, are contingent on further study of data already assembled by the bureau from a 28-city test of the ballots to be used in Study No. 2. One matter to receive special study is the effect, if any, of a reduced sample on the stability of the breakdown of total weekly audience. That is, a return of 40% or better in a sparsely settled rural county might be sufficient for a weekly total audience figure, but numerically too small to permit a further breakdown into the three frequency-of-listening segments. The board committee will probably withhold its final decision until it has had an opportunity to examine the ballots returned from the field in the forthcoming study.

The plan of the technical committee "can make BMB's data even more valuable and, equally important, more reliable to both buyers and sellers of broadcast time," according to Kenneth R. Baker, NAB director of research, who is on loan to BMB to conduct its second nationwide study.

"In our first study," Dr. Baker said, "we took all of the statistics gathered for a weekly period and reduced them to one figure—the total weekly audience per station per county or city. In the next study, we would not only make this reduction according to the technical committee's plan, but in addition to the total weekly audience, the statistics from which this composite figure was reached would be reported and, as a result, we would come up with a picture of the audience in terms of the frequency of its listening. Ever since the publication of Study No. 1 in 1946, subscribers and others have been asking for a finer breakdown of the figures than a once-a-week report would allow."

Following the release by the U. S. Census Bureau of a revision of the population figures, on which BMB based its estimate of families and radio homes, a similar revision in the BMB figures is called for. On this point the technical committee asked BMB to decide as rapidly as possible whether it is more advisable to base the upcoming study on a re-estimate of 1948 families and radio homes, or to find means for making a valid estimate of 1949 homes which would have a closer chronological relationship to the audience study.

A report was given the committee on the previous week's meeting of the engineering advisory committee and its plans for providing engineering data to aid in the interpretation and use of the BMB audience figures.

Attending the meeting were: Kenneth H. Baker, NAB, chairman; Hugh M. Beville Jr., NBC; Edward Evans, ABC—Robert Summers, WFAA Dallas for NAB. For AAAA: Frederick Manchee, BBDO; D. E. Robinson, C. J. LaRoche & Co.; Hans Zeisel, McCann-Erickson. For ANA: John Coleman, General Foods Corp., and Albert S. Dempewolff, Celanese Corp. of America.

Guests included: Daniel Denenholf, The Katz Agency; Kenneth Green, NBC; Edward Shurick, Free & Peters. Cortlandt Langley, Richard Wyckoff and Ralph Sharp attended for BMB.

'AIN'T FUNNY'

Allen Reproves Radio Humor

RADIO HUMOR has lost its spontaneity, bewailed comedian Fred Allen, Sunday, Jan. 30, on a documentary broadcast, *Living—1949* (NBC, Sundays, 4:35-5 p.m.) Subject of the program was the state of American humor.

Mr. Allen lamented that "machine-age humor, like the automobile, is turned out on the assembly line." Pointing out that the future of humor depends on man's slowing down, he said "all humor should be created and disseminated in an atmosphere of relaxation. There should be time to think humor, tell humor and enjoy humor. Maybe, with man working fewer hours . . . the quality will improve."

Touching on television as a source of new humor, Mr. Allen said "so far it is only a throwback, reviving the vaudeville approach to everything, from mugging to juggling. But who can tell? Television is doing such great things in drama, who knows, it may find the answer to what is lacking in American humor today?"

Article by Mullen

LEADING article in the February issue of *The Quill*, published by Sigma Delta Chi, journalism fraternity, is by Frank E. Mullen, president of the G. A. Richards stations (WJR Detroit, WGAR Cleveland and KMPC Los Angeles) on "How TV Can Both Rival, Stimulate Other Media." Mr. Mullen takes the view that television, far from becoming a dangerous rival to the press, will prove instead a stimulating one that can result in better newspapers.

WHAS BIDDERS

Crosley Asks AVCO Repeal

THE COMPANY whose sale inspired it asked last week for repeal for FCC's AVCO Rule on station transfers.

Crosley Broadcasting Corp., facing a fight over its proposed $1,925,000 acquisition of WHAS Louisville because of the AVCO procedure, asked the Commission to repeal the rule and to eliminate the competing bidders—Fort Industry Co. and Bob Hope—from the WHAS competition.

The Courier-Journal and Louisville Times Co., present owner of the WHAS properties, joined Crosley in both requests. They were filed by Neville Miller and Duke M. Patrick, Washington counsel for WHAS and Crosley, respectively, and Wilson W. Wyatt, former U. S. Housing Expediter, as Louisville attorney for WHAS.

Public Bidding Provision

The AVCO Rule, adopted as an outgrowth of AVCO Mfg. Corp.'s purchase of Crosley and providing for public bidding on stations that are offered for sale, is "at variance with, opposed to, and in excess of" the requirements of the Communications Act, they said.

"The Commission has no authority in law to require your petitioner, Crosley Broadcasting Corp., to engage in a competitive hearing with the Fort Industry Co. and/or Hope Productions Inc.," the petition charged.

To go through with FCC's announced plan of holding a comparative hearing on the three purchase applications, the petition said, "will deprive [Courier-Journal] of its property without due process of law contrary to the provisions of the Constitution."

Meanwhile FCC was asked by Hope Productions to postpone the hearing, now scheduled for Feb. 28, for 60 days and to hold it in Louisville rather than Washington.

The importance of the facilities involved demands that time be provided for full preparation for the hearing, the Hope petition declared. Further, the petition asserted, the radio and screen comedian's current commitments, including "unremunerated public service" appearances, would not permit him to make adequate preparation by Feb. 28.

The Class 1-A WHAS and its associated FM and TV authorizations "will constitute the largest concentration of broadcast facilities" in Kentucky and exceed any facility in Indiana, "a large part of which state is served and will be served" by WHAS, according to the Hope petition, filed by the Washington law firm of Cohn & Marks.

The petition brought prompt opposition from the Courier-Journal and from Crosley.

Contest Postponement

They contended Mr. Hope had not advanced sufficient reasons for either postponing the hearing or changing its location. The Courier-Journal claimed a postponement "would eliminate any possibility" of completing the sale before the Sept. 26 deadline specified in the contract, and said the time schedule in this case coincides with "past Commission practice." Crosley claimed that Hope Productions, "if its application means anything," has had since Dec. 13, when its application was filed, to prepare for the hearing.

"While the application itself was hopelessly incomplete upon filing," Crosley said of the Hope application, "no formal steps have been taken since the said Dec. 13, 1948, to complete it."

The reference to the Hope application as incomplete apparently related to Mr. Hope's announced plan to enlist the support of Louisville people as minority stockholders, and to his statement that details of program plans and other matters would be developed fully at the hearing [BROADCASTING, Dec. 20, 1948].

Inquiry on Construction

In addition to the transfer hearing, FCC has ordered an inquiry to determine whether WHAS has proceeded "diligently" with construction of its TV station, and whether its application for time to complete construction should be granted [BROADCASTING, Jan. 31]. This investigation was scheduled as a part of the hearing called for Feb. 28.

The WHAS-Crosley request for repeal of the AVCO public-bidding rule is not the first FCC has received. A Federal Communications Bar Assn. committee recommended it a few months ago, and there was speculation, even before the latest repeal petition was filed, that the WHAS case might be the last major transfer to which the rule was applied [CLOSED CIRCUIT, Jan. 31].

DURR TO PRINCETON

Continues Law Practice

IT PAYS to advertise, and don't worry if the results sometimes seem a bit slow.

Over a period of many months, starting some years ago, reports circulated—and were duly related by BROADCASTING—that Clifford J. Durr, then on the FCC, would turn to teaching when he left the Commission.

He left with the expiration of his term last June 30. He opened a law office in Washington. He did not start teaching.

But last week it was announced that Clifford J. Durr has been appointed lecturer in Princeton U.'s Dept. of Politics for the spring term. He will lecture on "American Legislatures" starting Feb. 11 and conduct weekend classes thereafter, continuing his law practice in the meantime.

Non-Union, Too!

WOE BETIDE New York's commercial artists if potential clients follow WOR New York's lead. Scraping about for a suitable illustration to Ballyhoo its *Tele-Kid Quiz* (Mon.-Fri. 5-5:15 p.m.), the station came up with a drawing by one Peter Crawford of Scarsdale, New York, age three! Son of William Crawford, a WOR account executive, little Peter sold his sketch, which roughly resembles four rough circles reputedly representing show emcees Dan McCullough and Bruce Eliot and two young listeners, for the remarkably low price of $15. The advertisement appeared in New York's *Herald Tribune*.

BALTO. APPEALS

3 Stations Contest 'Gag' Ruling

THREE Baltimore stations found guilty of contempt of court for violating the "Baltimore Gag" limiting publication of crime news have filed notice they will appeal [BROADCASTING, Jan. 31].

WCBM, fined $300 and costs by Judge John B. Gray Jr., filed notice of appeal last Monday in Maryland Court of Appeals. WFBR, similarly fined, filed its notice Tuesday and WITH filed Wednesday. WITH was fined $500 and James P. Connolly, commentator, $100, the court placing particular emphasis on a broadcast by Mr. Connolly.

Should the convictions be affirmed by the appellate court, the stations have indicated they will carry the case to the Supreme Court. NAB and American Newspaper Publishers Assn. plan to support the appeals as friends of the court.

Judge Gray ruled that the fundamental rights of free speech under the First and Fourteenth Amendments conflict with the right of an accused person to trial by an impartial jury, "at least in Maryland."

He disallowed one paragraph of Rule 904 of Baltimore's Supreme Bench on the ground that it is based on the old "reasonable tendency" contempt rule which the Supreme Court has replaced with the rule of "clear and present danger to justice." The paragraph violates the First Amendment, he held. It forbids "publication of any matter which may prevent a fair trial, improperly influence the court or jury, or tend in any manner to interfere with the administration of justice."

As to the defense contention that the material broadcast was based on official statements by public officers, Judge Gray said their voices were low when they uttered the remarks but the broadcasts "literally blanketed the city."

Defense Contention

In referring to defense argument that a vicious form of censorship exists under the Baltimore practice whereby newspapers phone judges before printing news about accused persons, Judge Gray said the newspapers do not have to call up any judge but that the judges have "taken upon themselves" the work of advising newspapers as to the rule. "I commend them for it," he said. "They were interested in the free flow of justice. I don't see how the most ardent advocate of freedom of speech and of the press can distort that practice into censorship."

Judge Gray said he approached the decision "with considerable comfort in the thought that we can't do any harm to the defendants beyond subjecting them to review by the Court of Appeals and then the Supreme Court."

CHECKING the camera before recent one-time telecast of *Truth Or Consequences* are (l to r): William Craig, night-time head of radio, Procter & Gamble; Stuart Ludlum, Compton Adv. television department; Ralph Edwards, m.c.; Harold J. Bock, western network manager of NBC television operations; Floyd Holm, Hollywood manager of Compton Adv.; Gil Ralston, Procter & Gamble television executive.

WHO PRODUCES 143 LOCAL LIVE PROGRAMS PER WEEK!

5 PRODUCERS

4 SCRIPT WRITERS

5 MUSIC ARRANGERS

11 NEWS DEPT. MEN

4 FARM SERVICE DEPT. MEN

42 PROFESSIONAL RADIO PERFORMERS

WHO is of course proud of its *network* (NBC) *live programming*, which gives our audience up-to-the-minute, *world-wide* coverage of special events, as well as the talent of outstanding entertainers, etc.

Local live programming, however, is equally important. *Local* live programming gives our station individuality in its program material, individuality in its performers, and a greater opportunity for community and regional Public Service.

The illustration above shows some interesting statistics on our Programming Department. *The results of all this manpower and all these carefully-planned locally-produced programs, however, are far more spectacular than the mere figures:*

FIRST, many of WHO's locally-produced shows get higher Hoopers than competitive network features;

SECOND, *42.4% of all the daytime radio families and 61.0% of all the nighttime radio families in Iowa "listen most" to WHO*, according to the 1948 Iowa Radio Audience Survey.

Write for the complete Survey — or ask Free & Peters, Inc.

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

Scoops Competitor

KIST Santa Barbara scooped competing stations and newspapers on a hot story recently through the efforts of its ace reporter, Harry Butcher, owner and president. Mr. Butcher was sitting in his office, which overlooks the building of the *News Press*, owner of KTMS Santa Barbara, when he noticed smoke billowing from a ventilator in the newspaper building. He called a friend at the paper and reported the fire, which was unknown to building occupants. Owner of the paper, Tom Storke, was in the dentist chair having a tooth extracted at the time, according to Mr. Butcher, when he heard the radio report—via KIST. Minus a tooth, he rushed back to his own fire, while KIST continued to air an on-the-scene report of a competitor's difficulty.

WMCA CASE

Award to Flamm Set Aside

Mr. Flamm

Mr. Noble

AWARD of $490,419 to Donald Flamm, former owner of WMCA New York, in a suit against Edward J. Noble, chairman of the board of ABC, was set aside by the Appellate Division of the New York Supreme Court last Monday.

In a unanimous opinion, the court said the jury might have found either way on the basis of the evidence but that the trial was attended by so many out of order and prejudicial incidents on both sides that the higher court was not "confident the verdict was fairly arrived at."

1946 Verdict

Mr. Flamm, seeking $850,000 in damages, charged in the suit that he had been coerced, under threat of losing his license, into selling the station to Mr. Noble on Jan. 17, 1941. The jury returned a $350,000 verdict on March 1, 1946. This was increased to $490,419 by interest and court charges.

Philip Handelman, attorney for Mr. Flamm, said he would seek a new trial as soon as possible. "We will be very happy to retry the case," he said.

WMCA is presently owned by Nathan Straus, who bought it in 1942 from Mr. Noble for a reported $1,255,000. Mr. Noble paid $850,000 for the outlet.

CHARLES H. BICKERTON (second from l), with KDKA Pittsburgh's technical department since station's first broadcast in 1920 and an employe of Westinghouse since 1917, retired to private life Feb. 1. Among the gifts he received was this Westinghouse radio being presented by Joseph E. Baudino (r), KDKA manager. J. B. Conley (l), general manager of Westinghouse Radio Stations, and Mrs. Bickerton watch presentation.

NAB DIRECTORS

Ballots Sent Listing 122 Nominees

BALLOTS for election of eight district directors (odd-numbered districts) and eight directors-at-large were mailed to the NAB membership Saturday by Ernst & Ernst, New York accountants handling the association's nominations and elections.

The ballots include names of 122 nominees for the 16 board vacancies and must be in the mails by midnight of Sunday, Feb. 20. Certified results of the balloting will be announced shortly after March 1. Newly-elected directors will take office April 13 at the conclusion of NAB convention week in Chicago.

Number of nominees was small in the case of district directors, with John F. Meagher, KYSM Mankato, unopposed in District 11. Under NAB by-laws members of District 11 must go through the form of filling out election ballots. No provision exists in the by-laws for write-in votes on election ballots.

All present district and directors-at-large were renominated. Henry P. Johnston, WSGN Birmingham, present District 5 director, was renominated and also was nominated for medium stations. He declined the district nomination in favor of the medium station ballot.

The list of nominees on the ballots is final, all persons nominated for more than one directorship having exercised their choice.

No election will be held in District 9, Charles C. Caley, WMBD Peoria, having been reelected at the district meeting last summer.

In the recent nominations at least three votes were required to qualify for the election.

Those nominated for board vacancies follow:

DIRECTORS AT LARGE

LARGE STATIONS: Don Davis, WHB Kansas City; John H. De Witt Jr., WSM Nashville; E. K. Hartenbower, KCMO Kansas City; Harold Hough, WBAP Fort Worth; Howard Lane, WJJD Chicago; C. T. Lucy, WRVA Richmond, Va.; Paul Morency, WTIC Hartford; John M. Outler Jr. WSB Atlanta; John F. Patt, WGAR Cleveland; Victor A. Sholis, WHAS Louisville; James D. Shouse, WLW Cincinnati; Glenn Snyder, WLS Chicago; Theodore C. Streibert, WOR New York.

MEDIUM STATIONS: W. J. Beaton, KWKW Pasadena, Calif.; Quincey A. Brackett, WSPR Springfield, Mass.; Kenyon Brown, KWFT Wichita Falls, Tex.; Clifford M. Chafey, WEEU Reading, Pa.; Arthur B. Church, KMBC Kansas City; James W. Coan, WTOB Winston-Salem, N. C.; Willard L. Cobb, KALB Alexandria, La.; Wayne W. Cribb, KHMO Hannibal, Mo.; John Esau, KTUL Tulsa, Okla.; W. L. Gleeson, KPRO Riverside, Calif.; K. K. Hackthorn, WHK Cleveland; R. G. Howell, KFXJ Grand Junction, Colo.; John B. Hughes, KXXX Colby, Kan.; John D. Hymes, WLAN Lancaster, Pa.; Frank Jarman, WDNC Durham, N. C.; Henry P. Johnston, WSGN Birmingham; C. B. Jordan, KFJZ Fort Worth; Leonard Kapner, WCAE Pittsburgh; Frank King, WMBR Jacksonville, Fla.; William T. Lane, WAGE Syracuse; I. R. Lounsberry, WGR Buffalo; William B. Maillefert, WVET Rochester, N. Y.; Harry Maizlish, KFWB Los Angeles; A. J. Mosby, KGVO Missoula, Mont.; Fred C. Mueller, WEEK Peoria, Ill.; W. J. Newens, KOIL Omaha; William M. O'Neill, WJW Cleveland; John M. Rivers, WCSC Charleston, S. C.; G. Richard Shafto, WIS Columbia, S. C.; Ernest L. Spencer, KVOE Santa Ana, Calif.; P. A. Sugg, WKY Oklahoma City; C. L. Thomas, KXOK St. Louis; Walter E. Wagstaff, KIDO Boise, Idaho; H. C. Wilder, WSYR Syracuse; Joseph P. Wilkins, KFBB Great Falls, Mont.; Earl W. Winger, WDOD Chattanooga, Tenn.; J. W. Woodruff Jr., WRBL Columbus, Ga.; G. E. Zimmerman, KARK Little Rock, Ark.

SMALL STATIONS: John Alexander, KODY North Platte, Neb.; Edward Breen, KVFD Fort Dodge, Iowa; Walter J. Brown, WORD Spartanburg, S. C.; Harry C. Butcher, KIST Santa Barbara, Calif.; J. Harry Callaway, WBEX Chillicothe, Ohio; Murray Carpenter, WPOR Portland, Me.; C. O. Chatterton, KWLK Longview, Wash.; George H. Clinton, WPAR Parkersburg, W. Va.; Fred Fletcher, WRAL Raleigh, N. C.; E. J. Gluck, WSOC Charlotte, N. C.; Simon Goldman, WJTN Jamestown, N. Y.; James E. Gordon, WNOE New Orleans; Milton Greenebaum, WSAM Saginaw, Mich.; William C. Grove, KFBC Cheyenne, Wyo.; Hugh M. Higgins, WMOA Marietta, Ohio; Lee W. Jacobs, KBKR Baker, Ore.; DeWitt Landis, KFYO Lubbock, Tex.; Merrill Lindsay, WSOY Decatur, Ill.; Frank H. Loggan, KBND Bend, Ore.; Robert T. Mason, WMRN Marion, Ohio; Bert McAllister KRPL Moscow, Ida.; Clair R. McCollough, WGAL Lancaster, Pa.; Bob McRaney, WROX Clarksdale, Miss.; Harry McTigue, WINN Louisville; A. G. Meyer, KMYR Denver; Marshall H. Pengra, WATO Oak Ridge, Tenn.; Franz J. Robischon, KBMY Billings, Mont.; Morgan Sexton, KROS Clinton, Iowa; Charles A. Smithgall, WGGA Gainsville, Ga.; Ben Strouse, WWDC Washington, D. C.; Merle H. Tucker, KOAT Albuquerque, N. M.; R. M. Wallace, WOHS Shelby, N. C.; Chet Wheeler, KWIL Albany, Ore.

FM-A STATIONS: Willard D. Egolf, WBCC-FM Bethesda, Md.; Frank U. Fletcher, WARL-FM Arlington, Va.

FM-B STATIONS: Leonard L. Asch, WBCA Schenectady, N. Y.; Harry Burke, KFAB-FM, Omaha; Everett Dillard, KOZY Kansas City; Louis R. Draughon, WSIX-FM Nashville; Harold Essex, WSJS-FM Winston-Salem, N. C.; Ray Furr, WIST Charlotte, N. C.; Jack Harris, KPRC-FM Houston; Thad Holt, WAFM Birmingham; E. Z. Jones, WBBB-FM Burlington, N. C.; Ray P. Jordan, WDBJ-FM Roanoke, Va; Craig Lawrence, WCOP-FM Boston, Mass.; William E. Ware, KFMX Council Bluffs, Iowa; H. Wheelahan, WSMB-FM New Orleans; Edward A. Wheeler, WEAW Evanston, Ill.

DISTRICT DIRECTORS

DISTRICT 1: Carleton D. Brown, WTVL Waterville, Me.; C. Glover Delaney, WTHT Hartford; Harold Fellows, WEEI Boston.

DISTRICT 3: George D. Coleman, WGBI Scranton, Pa.; Victor C. Diehm, WAZL Hazleton, Pa.; Gordon Gray, WIP Philadelphia; T. W. Metzger, WMRF Lewistown, Pa.

DISTRICT 5: James M. LeGate, WIOD Miami; L. S. Mitchell, WDAE Tampa, Fla.; Owen Uridge, WQAM Miami; Allen M. Woodall, WDAK Columbus, Ga.

DISTRICT 7: R. A. Borel, WBNS Columbus, Ohio; Eugene Carr, WHBC Canton, Ohio; Gilmore N. Nunn, WLAP Lexington, Ky.

DISTRICT 11: John F. Meagher, KYSM Mankato, Minn.

DISTRICT 13: C. B. Locke, KFDM Beaumont, Tex.; C. W. Rembert, KRLD Dallas.

DISTRICT 15: B. Floyd Farr, KEEN San Jose, Calif.; Glenn Shaw, KLX Oakland, Calif.; William B. Smullin, KIEM Eureka, Calif.

DISTRICT 17: H. Quenton Cox, KGW Portland, Ore.; Harry R. Spence, KXRO Aberdeen, Wash.

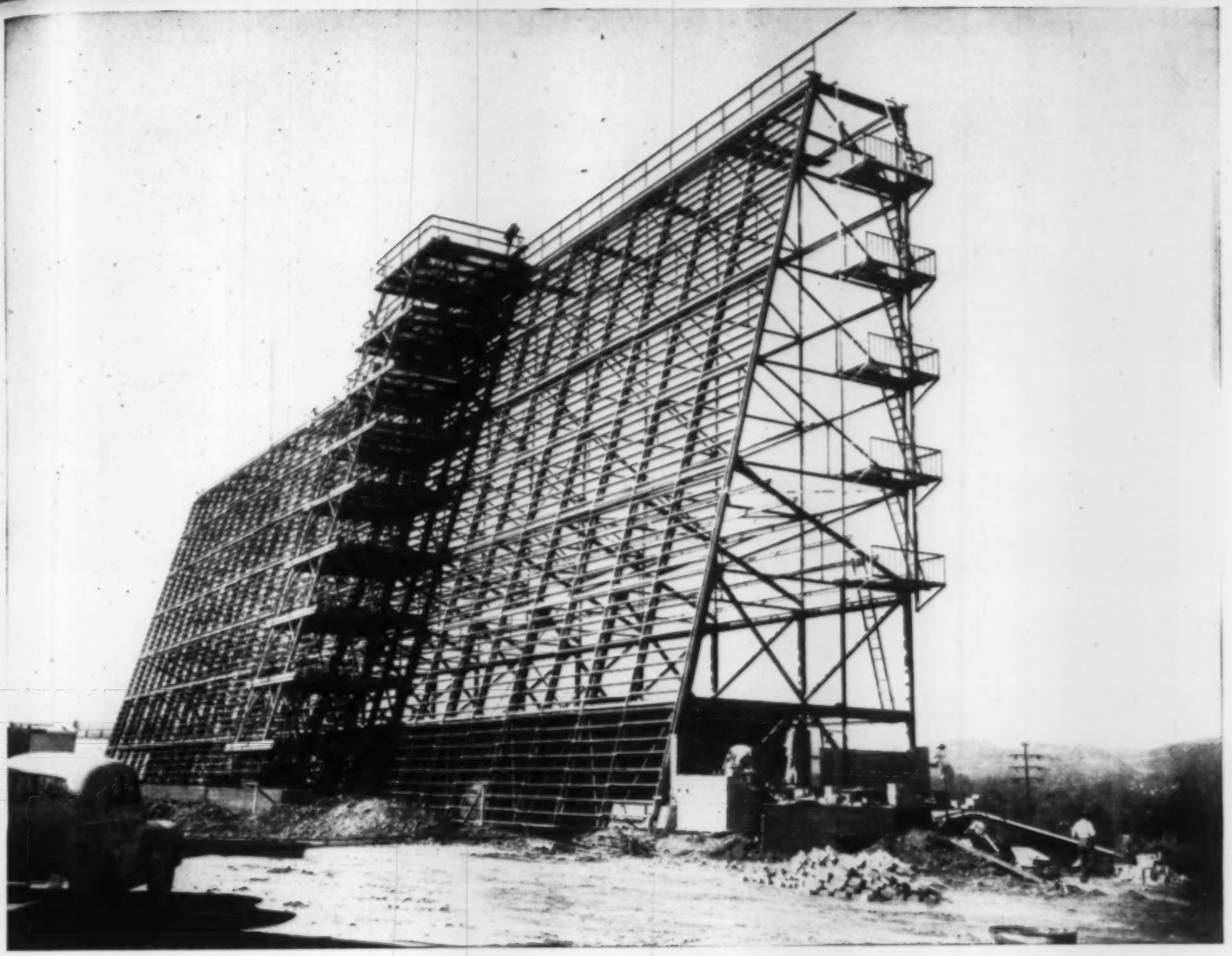
FTC'S FERGUSON

Recommended for 4th Term

PRESIDENT Truman was asked last Wednesday to reappoint Garland S. Ferguson, a member of the Federal Trade Commission the past 21 years, for another seven-year term. The recommendations were proferred by two Democratic Senators from North Carolina (Mr. Ferguson's home state)—Clyde R. Hoey and J. Melville Broughton.

Comr. Ferguson's recent term expired last year. Senate approval of his reappointment failed to materialize in the waning days of the last session. Presidental reappointment and Upper House approval of Mr. Ferguson, a Democrat, are anticipated, according to Congressional sources. Mr. Ferguson has continued to serve on the Commission since expiration of his term.

President Truman is also expected shortly to fill an FTC vacancy left by the resignation of Robert E. Freer, effective Dec. 31 [BROADCASTING, Dec. 27, 1948]. His successor will be named from the Republican ranks. Prominent on the list of prospects are former Rep. John W. Gwynne (R-Iowa) and former Senator John S. Cooper (R-Ky.) Both were defeated in last year's elections.



This'll fool you!

They call this a "screen backdrop" in Hollywood. They paint scenes on it for filming landscapes. And the scenes are all fakes, of course, but they fool the movie audiences. Hollywood is full of such make-believe.

Makes us think about some of the claims of high-wattage radio stations. To hear them talk, you'd think everybody in town listens to them all day long. But don't let these claims confuse you in your time-buying.

We make no such claims for W-I-T-H. But we do claim this: W-I-T-H delivers more listeners-per-dollar than any station in Baltimore. It covers 92.3% of the radio homes in the Baltimore trading area.

It costs less to sell more on W-I-T-H, the BIG independent with the BIG audience. Call in your Headley-Reed man today!

W·I·T·H
AM Baltimore Maryland **FM**
Tom Tinsley, *President* • *Represented by* Headley-Reed

A Service of Broadcasting Newsweekly

TELECASTING

FEBRUARY 7, 1949

TBA EXPANSION

Three New Services Planned

KEEPING pace with the rapid expansion of television, Television Broadcasters Assn. will initiate three new services for its members within the next 30 days, Will Baltin, TBA secretary-treasurer, announced on Friday.

At the same time Mr. Baltin announced that Dan Regan, former newspaperman and public relations executive, has joined the TBA headquarters staff as public relations aide. He will serve as liaison between TBA and trade and daily press editors and assist in the preparation of the organization's reports to members on TV development.

New TBA services will be:

1. A monthly program exchange service to provide a complete list of new programs on member stations, including information on type of program, studio and film requirements, personnel needed, sponsorship possibilities, etc.

2. Quarterly "status of the industry" reports, to include data on set manufacture and ownership, coaxial cable and radio relay facilities for TV networks, number of advertisers and classes of sponsorship, quarterly average ratings of top programs made by The Pulse, Hooper and others.

3. Monthly Washington reports, with information on FCC actions and pending legislation affecting video interests, compiled by TBA's Washington representative, Roberts & McInnis.

The television reports loose-leaf binder which TBA introduced two years ago will be expanded to include additional information on applications and construction permits for TV stations, as well as on personnel at stations now operating.

TBA also contemplates the creation of new committees to deal with industry problems: A legal committee to advise members of copyrights, music and literary clearances, etc., and an advisory committee of advertising agencies and station representatives to work with the TBA commercial operations committee, with the standardization of rate card formats as an immediate problem.

Chairmen Named

J. R. Poppele, TBA president, has named the following committee chairmen for the coming year: F. J. Bingley, WOR-TV New York, engineering; Lawrence W. Lowman, CBS, program, finance; G. Emerson Markham, WRGB (TV) Schenectady, commercial operations; Allen B. DuMont, DuMont Labs, membership; O. B. Hanson, NBC, station operations and standards; Paul Raibourn, Paramount Pictures, publicity and promotion; Kenneth Bartlett, Syracuse U., educational; Ernest A. Marx, affiliates division.

Regional chairmen, appointed last year to direct regional membership drives and other activities continue: Walter J. Damm, WTMJ Milwaukee, midwestern; Charles H. Crutchfield, WBT Charlotte, N. C., southern; Klaus Landsberg, KTLA Los Angeles, western.

Mr. Regan had worked with United Press and Transradio Press and in the Washington newsrooms of ABC and NBC prior to World War II. During the war he was a correspondent for *Stars & Stripes* and following the war's end he was Berlin bureau chief of the *Stars & Stripes* magazine, *Weekend*, and public relations director of the American Red Cross in Italy. Last year, as a staff member of Warwick & Legler, he prepared radio material for the Democratic National Committee.

Board Approves

The TBA board has approved four new members, three active and one affiliate. New active members are: KPRC Houston, with Jack Harris and Harvey Wheeler as representatives to TBA; WFBM Indianapolis, with Harry M. Bitner and Harry M. Bitner Jr., as representatives; WHEN Syracuse, with E. T. Meredith and Capt. W. C. Eddy as representatives.

Weed & Co., station representative organization, is the new TBA affiliate member. Its representatives are Joseph J. Weed and Neal Weed.

'Suspense' on TV

THE CBS-created radio mystery series, *Suspense*, bows on the network's video network beginning March 1, with programs emanating from New York. The radio presentations originate in Hollywood. The television series is scheduled for Tuesday nights, 9:30-10:00 p.m. and will be carried on the CBS East Coast and Midwest networks. CBS radio network productions of *Suspense* continue on Thursday 9:00-9:30 p.m. The new series, like its radio counterpart, will be sponsored by Electric Auto-Lite Co., Toledo. Agency is Newell-Emmett, New York.

EISENHOWER

ABC Acquires TV Film Rights to His Book

ABC last week wrapped up television's biggest documentary package when it became the exclusive owner for 21 months of the television film production of Gen. Dwight D. Eisenhower's "Crusade in Europe."

In doing so, it invested a reputed $500,000 and took a chance on getting its stake back through finding sponsors for the series of half-hour, two-reel episodes.

It was learned that ABC has had several approaches by prospective sponsors for the series, which is to be given its premiere in early March.

The network is holding each of the chapters for sale at $15,000, with time and line charges to be additional. This adds up to a $390,000 talent charge for all 26 episodes, but the sponsor will be given the right to re-run the series at no further talent costs, paying only time and line charges.

All rights to the Eisenhower book belong to Doubleday and Co., publishing house. Doubleday sold the television film rights to 20th Century-Fox Film Corp., which is using March of Time to prepare the series.

Announcement of the series was made jointly by top executives of all the companies involved: Edward J. Noble, chairman of the board of ABC; Richard de Rochemont, producer of "March of Time"; Spyros P. Skouras, president of 20th Century, and Douglas M. Black, president of Doubleday.

Mr. de Rochemont, who has been conferring with Mr. Skouras and Peter Levathes, head of 20th Century-Fox television activities, declared that the series "will constitute the biggest output of motion pictures by a film company specifically designed for television to date."

The television series will run while the Eisenhower book is leading the country's best-seller lists. Series may be a test of what television can do to book sales.

The book company will get a fixed fee for the rights it sold to 20th Century.

WRITERS' UNIT

To Be Formed Next Monday

AUTHORS League is calling a meeting of television writers Feb. 14 in New York for the purpose of setting up a television writers guild. The new guild would become a brother organization of the Radio Writers Guild, which also is a member of the parent Authors League.

Decision to form a separate video writers organization, instead of taking care of TV contractual and other problems through existing guilds like the RWG or the Screen Writers Guild, was made because it was thought the conditions of television demanded a separate organization.

It also is believed that in back of the minds of the organizers is the desire to avoid any jurisdictional clash among existing guilds through the creation of a completely new organization.

The meeting will be held at the Holland House, New York. The AL's television organizing committee, headed by Rex Stout, is making the arrangements. Evelyn Burkey, secretary of the committee, is compiling a list of Authors League freelance and staff television writers to whom invitations will be sent. More than 100 writers are on the list.

The problem of how to handle television has been the subject of AL committee action for some years. The league's council last August authorized the formation of a guild.

High TV Rating

THE Kid Gavilan-Ike Williams boxing bout on Jan. 28 received the highest New York telerating ever given a fight, according to The Pulse Inc., New York. Its 10:30 p.m. rating was 50.7, topped that evening only by the premiere of *Admiral Radio Review*, carried on both WABD (TV) and WNBT (TV) New York, 9-10 p.m.

BONFIG

'1949 TV and FM's Year'

THE TWO LARGEST markets in the electrical field for 1949 will be television and FM, H. C. Bonfig, vice president of Zenith Radio Corp., predicted in an address Wednesday at the Western Winter Market in San Francisco.

"Nearly every AM set in our more populous areas is ripe for replacement by FM," he said. "FM is a continuing, growing business, for each top quality set sold will of itself create a market for several more."

Mr. Bonfig told the California audience that television "has become a bonanza akin to that which began in your state 100 years ago." The Zenith official cautioned, however, against becoming so excited about TV that the radio business is forgotten. He doubted if the time will ever come when all sections of the country are blanketed by television. He said: "Even in the most TV-conscious areas, manufacturers and dealers who underestimate radio are doing themselves a grave injustice."

Mr. Bonfig noted a trend away from small manufacturers toward a fewer number of large ones "who have the capital, and the research and manufacturing facilities required for the blue chip operation that radio-television has become."

He said Zenith's Phonevision will make TV stations possible in small cities that could not possibly support them by advertising revenue alone, resulting in a broadened market for receivers.

VIDEO ETHICS

Strengthened at WWJ-TV

IN A memo to the staff of WWJ-TV Detroit, Harry Bannister, general manager, has reiterated the station's self imposed standards covering morals, propriety and the social amenities. He pointed out that: "Because television is more vivid and compelling than radio, it must be stricter and severer in its ethics.

"Our television programming at all times must be so meticulously correct that no portion of our schedule will give offense in the slightest degree to anyone at any time. . . . A list of all taboos would be too lengthy. In all cases, good taste, propriety and the avoidance of offense must be the ultimate criteria." Mr. Bannister charges the producer with responsibility in carrying out the standards and points out that "he is further empowered to cut off the air—summarily—any offender, no matter what the consequences may be."

SHOPPERS' TV

Package Firm, WJZ-TV Plan Nearly Ready

POINT-OF-SALES video programming, beamed directly to shoppers in large super-markets, will go into wide-scale operation sometime in the early spring, according to Modell & Harbruck, New York television package producer, and WJZ-TV, key ABC outlet in New York.

The video firm plans to install approximately 110 to 160 large-screen custom-built television receivers in some 100 local supermarkets in the New York metropolitan area. The receivers will be owned outright by Modell & Harbruck, who will underwrite fees for their installation and servicing in the markets. Sets will be fixed at Channel 7 (WJZ-TV) for reception of specially produced programs of interest to shoppers, and will switch off automatically at end of M&H programs.

Modell & Harbruck and WJZ-TV are making final arrangements for the scheduling of a two-hour program, six days a week, to be conducted by Anne Russell, homemaker authority. Definite time for the program has not been set, although the 2-4 p.m. Monday-through-Friday and 10 a.m.-12 noon Saturday periods are being considered. Miss Russell will beam cooking hints, shopping specials, new uses for old products, interior decorating, etc., directly to the marketers and to the housewives at home.

First grocery chain to co-operate in the new type of point-of-sales programming, with contracts already signed, is the Grand Union supermarket chain, with offices in New York City and stores in New York state and New Jersey. One hundred Grand Union stores will have the video receivers, with a minimum of 25 of the chain's largest stores to be so equipped before initial program airing.

According to Arthur B. Modell, president of Modell & Harbruck, who has conducted several surveys on the scheme, the 12 airtime-hours-a-week viewed over receivers in the minimum of 25 stores, is expected to "hit 125,000 consumers of super-market products at point-of-sales." Accommodations are available for no more than 24 sponsors or 12 sponsors per hour on the two-hour daily show.

Commercial time will be sold across-the-board only to avoid stalemates between advertisers on "preferred time." Modell & Harbruck is collaborating with WJZ-TV's time sales department to set up exclusive arrangements whereby sponsors may avoid product duplication within certain lengths of time.

At open channel tests conducted by the video package firm and WJZ at a Grand Union supermarket on upper Broadway, New York, on Nov. 30, Dec. 1 and 2, "several advertising agencies represented went for it hook, line and sinker," said Mr. Modell. For the tests, 12 film commercials were borrowed, and sales results on products represented and customer "turnover" were "amazing," according to the video firm's president.

Negotiations are underway for immediate expansion of the plan in Washington, Detroit, Chicago and Los Angeles, using ABC affiliate stations exclusively, Mr. Modell said.

Executive vice president of Modell & Harbruck is Charles A. Harbruck.

TV EXPANSION

Census Inclusion Suggested

TELEVISION will be a truly nationwide institution a year from now, available to possibly eleven-twelfths of the states, Eugene S. Thomas, general manager of WOIC (TV) Washington, told the Washington Junior Board of Commerce at its Thursday luncheon.

Predicting from 80 to 100 stations will be operating by that time, Mr. Thomas said service will extend from Maine to Florida, across the southern half of the nation to the West Coast, north to Seattle and eastward through the mountain states and Twin Cities to the Midwest. Opening of the high band, he added, will add hundreds of other cities.

Mr. Thomas spoke on the subject, "How Television Will Help Washington and Your Business." He described impact of the visual medium on business, education and the home. Recalling how the decennial census has provided invaluable material for businessmen through a count of radio sets, he suggested addition of a TV question in the 1950 census would provide basic facts for an industry on which $8 to $10 billion will be spent in the next five years. This expenditure includes sets, stations and time.

Television set sales this year will reach the billion dollar mark, he predicted, a record not attained by radio receivers until 1947.

OKLA. U. MEET

Radio, TV Speakers Listed

PARTIAL list of speakers for the U. of Oklahoma's Annual Radio Conference on Station Problems March 3-5 was announced last week. The conference will be held at Oklahoma City and Norman, seat of the university.

Listed as speakers on television are:

Frank Marx, ABC vice president, who will discuss TV's technical problems; P. A. Sugg, WKY-TV Oklahoma City, "Getting Started in TV"; Seymour Andrews, WBAP-TV Fort Worth, "A Regional Film Service for TV Stations"; John Esau, KTUL Tulsa, "TV in Metropolitan Markets," and Bob Greer, WNOX Knoxville, "A Plan for an Inter-Station Film Exchange."

Theme of the conference is "Survival." Speakers discussing topics under that general heading include:

John Daly, KDMO Carthage, Mo., "The Problem of Survival"; Wayland Fullington, Nelms and Fullington, Springfield, "Getting Business for Small Stations"; James Curtis, KFRO Longview, Tex., "Developing Local Markets"; Neil Ashlock, KSWO Lawton, Okla., "Getting Local Business"; Hall Collinson, KTOP Topeka, "Developing Local Programming"; R. B. McAlister, KICA Clovis, N. M., "Management as a Factor in Survival."

A regional news clinic will be headed by Sid Pietzsch, WFAA Dallas, and a discussion panel on small station problems will center around transcribed talks by industry leaders, arranged by Ted Cott, WNEW New York. Lowe Runkle, of the Lowe Runkle Agency, Oklahoma City, will be chairman of a session on agency problems sponsored by the Southwestern Assn. of Advertising Agencies.

RADIO-TV DEGREE

A. U. Offers Graduate Work

A GRADUATE in communication with major emphasis in radio-television studies was announced today by American U., Washington, to be offered this year. Undergraduate courses in this field have been given at the university for several years but this marks the first offering of graduate work in radio-television, journalism, and public relations.

Twenty graduate students have already begun their work toward a Master of Arts degree in communication, according to Dr. Paul F. Douglass, American U. president. Gordon Hubbel, former program director of WMAL Washington, is director of the radio-television courses, which are taught exclusively by persons now working in the industry.

WELL WISHERS at recent opening of KNBH, Hollywood television outlet of NBC (l to r): S. S. Fox, president and general manager of KDYL Salt Lake City AM-TV operations; Sidney N. Strotz, NBC administrative vice president; John Elwood, manager of KNBC San Francisco; Harry Butcher, owner of KIST Santa Barbara.

A Station at $15,000 A Month

(Report 45)

By GEORGE B. STORER

AS OF NOW, we have found that it is possible to operate a television station in a trading area of half a million people on approximately $15,000 per month, exclusive of depreciation and amortization charges.

The experience of Fort Industry Co. in three markets—Toledo, Detroit and Atlanta—indicates that this can be done.

Currently, we have established this budget for one of our TV stations. The $15,000 budget for the station is based on operations without network programming via coaxial cable. Hours of operation are limited to test pattern and program periods between 2 p.m. and 10 p.m., six days per week.

Predicated upon certain assistance from the sister AM station, we are confident we can continue to operate this station under such a budget.

And, at this point, we also are able to determine the indicated break-even point in future operation of the TV station. We believe that when such a station attains an income of about $18,000 a month, a break-even point, omitting depreciation and amortization charges, will be reached.

GEORGE B. STORER, president of The Fort Industry Co., delivered a talk before the CBS Television Clinic, Jan. 21 on the operation of a television station in a trading market of a half-million on a budget of $15,000 monthly. Although the clinic was a closed meeting, his address occasioned considerable comment. BROADCASTING invited Mr. Storer to summarize the points made before the clinic in this article. Fort Industry, under Mr. Storer, in the past year and a half has been concerned with putting three television stations on the air—WJBK-TV Detriot, WAGA-TV Atlanta and WSPD-TV Toledo. Fort Industry also owns six AM stations; four on CBS: WWVA Wheeling, WAGA Atlanta, WGBS Miami and WMMN Fairmont (W. Va.); WLOK Lima, Ohio on NBC, and WJBK Detroit, independent.

However, reaching $18,000 per month income in such a trading area at present time is not an easy accomplishment.

In one of our markets, for example, through an intensive selling campaign before going on the air, we developed monthly time sales of $9,330. Five months later, after a continuation of selling efforts, we have attained only $10,739 a month in sales.

It is now indicated that the solution to more time sales means lengthening the broadcast day. We don't see how, with the present limited set circulation, rate increases would be justified. So, extending hours on the air will increase expenditures — requiring still further expenditure.

Detailed financial operations of the kind of station here described I outlined before the CBS Television Clinic in New York on Jan. 21. The decision to make public such an outline was reached for two reasons:

● To counter reaction to reports that from $22,000 to $58,000 a week were being lost in television by a station and that therefore such losses were to be expected, which is indeed frightening to prospective television station operators.

● To make public what we believed is the true financial picture of conservative video operations to other CBS affiliates. By doing this, we hoped to remove the pall of fearsome financial fog which has hovered over the radio broadcasting industry for some months past.

In making these figures public now, to wider audiences, we feel it necessary to be somewhat guarded in details in order not to hurt our own competitive position in our markets. Station rivalry is already intense.

Our first television station cost us $448,435.39. Here's the summary of its construction costs:

TRANSMITTER	
Transmitter and transmitting equipment	$104,017.11
Mobile truck and equipment	58,008.95
Building	83,987.69
Transmitter tower	59,908.93
Antenna system and feed lines on tower	20,428.52
Land and improvements thereon	22,463.18
	$348,814.38
STUDIO	
Broadcasting equipment	92,495.94
Lighting	7,125.07
	$ 99,621.01
Total construction costs	$448,435.39

These costs of $448,435.39 can be substantially reduced if an existing high building is utilized to house transmitter and act as the tower base. By so doing, as much as $125,000 can be shaved off the construction costs.

A breakdown of these construction costs is given at the end of this article.

To operate a similar property, the monthly budget can be summarized as follows:

Operating department	$ 6,000.00
Production department	5,048.33
Sales department	1,525.00
Administrative and general	2,660.00
Total	$15,233.33

This monthly budget, too, will be set forth in more detail at the end of this article.

Included in the monthly operating budget are taxes and rentals but not depreciation and amortization and interest. Our figures show that with the $15,000 monthly budget and the $10,000 monthly revenue, our out of pocket or cash loss would be about $60,000 per year. Depreciation and amortization charges, but not including interest on our investment, add to our cash loss the sum of at least $80,000, making an anticipated loss of $140,000 per year. To this should be added a generous sum for "starting up" extraordinary expenses in an amount of not less than $25,000.

Mr. STORER

It would be wise to anticipate, then, that a station such as we have outlined will lose approximately $150,000 a year for an undetermined period of time.

We further believe, however, that a break-even point, exclusive of amortization and depreciation, can be achieved, at the $18,000 point, as mentioned before. For the moment, we are making no estimate as to the break-even point including these charges.

But we do forecast that profitable operations are possible in the television field. That time will come when we are able to do what was necessary to make for profitable radio operations—go full time.

Any veteran of the radio business may recall that station operation was a tough problem in the days of short operations. The entire picture changed when time was sold practically around the clock. We feel that this will be necessary for television at a profit.

Now, in further detail, here's our monthly operations budget:

OPERATING DEPARTMENT	
Salaries, engineers and camera operators (Includes half-time chief engineer, 2 transmitter technicians, one studio technician, 2 remote engineers, 2 cameramen, one projectionist and one audio operator)	$2,935.00
Auto expense	50.00
Engineering, services	75.00
Heating, lights, power	400.00
Remote line installation	333.33
Remote line expense	150.00
Repairs and maintenance	100.00
Supplies	500.00
Tube Expense (Based on 50 hours weekly, including test pattern periods, 3 p.m.-11. p.m average)	1,000.00
	$5,543.33
Miscellaneous (Overtime, etc.)	456.67
Total	$6,000.00
PRODUCTION DEPARTMENT	
Salaries (Includes program manager, asst. to program manager (part time), stenographer (half time), two part time stage hands, photographer, film and secretarial (half-time), announcer)	$1,348.33
Cartage, freight and express	200.00
Film rentals (Kine-CBS)	1,400.00
Film rentals	1,000.00
Music license fees	150.00
Photos, film and supplies	300.00
Rights	500.00
Studio stage supplies	150.00
Total	$5,048.33
SALES DEPARTMENT	
Salaries, commissions and commission to agency national representative	$825.00
Advertising and publicity	250.00
Travel and entertainment	150.00
Sales promotion	300.00
Total	$1,525.00
ADMINISTRATIVE AND GENERAL	
Salaries (includes station manager, bookkeeper and secretary, stenographer, receptionist (half-time), porter, watchman)	$1,400.00
Cartage, freight and express	35.00
Insurance	150.00
Legal fees (local and Washington)	100.00
Postage	25.00
Printing, stationery and supplies	25.00
Repairs and maintenance	25.00
Telephone and telegraph	125.00
Travel and entertainment—general	100.00
	$1,985.00
Taxes	
Payroll	50.00
Real and personal	350.00
Rent	275.00
Total	$2,660.00
CONSTRUCTION COSTS	
Transmitter and Transmitting Equipment	
TV transmitter	$76,500.00
Sideband filter	8,000.00
Monitoring equipment	2,881.00
Waveform demodulator	900.00
Power supply unit	1,015.00
Megasweep	395.00
Limiting amplifier	855.00
Loudspeakers (2)	580.00
Diplexer	4,200.00
Oscilloscope	2,400.00
Distortion meter	575.00
Dummy load	850.00
Service engineer for installation	741.30
Video sweep generator	1,050.00
Pushbutton audio oscillator	395.00
Visual frequency monitors	410.00
Frequency meter	265.00
Aural station monitor	1,980.00
Miscellaneous	104.31
Total	$104,017.11
MOBILE TRUCK AND EQUIPMENT	
Camera field pickup equipment	$32,500.00
Field relay receiver and relay transmitter	9,130.00
2 antennas	870.00
Field control desk	285.00
3 telephoto lenses	1,405.00
Power regulator	1,525.00
Oscilloscope	290.00
Hallicrafter receiver	152.55
Oscilloscope	550.00
Miscellaneous items	2,043.30
Total	$48,750.85

(Continued on page 57)

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND

In Maryland it's

WMAR-TV

for Services

IT TAKES MORE than a transmitter to make a first-class television station. The status of a television station can be measured by the completeness of the services it offers its clients and community.

In Maryland, it's WMAR-TV for completeness of services offered to its clients and audiences. Two completely equipped mobile units give on-the-spot service. A completely equipped motion picture camera unit offers the services of local film shows; film commercials, local film clips and animated show introductions. And, of course, a completely equipped studio offers all the necessary services for a finished studio show.

In addition to these three basic services, WMAR-TV offers the services of its television art department and promotion department. All these, plus a deep understanding and appreciation of the community it serves, makes WMAR-TV program service complete.

Represented by

THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Radiorama

DETAILS of a musical scholarship audition program are drafted by (l to r) Harmon Hyde, WPJB (FM) Providence program director; William Koster, station manager, and Prof. Arlen Coolidge, Brown U. music dept.

LOUIS G. COWAN (r), package producer, congratulates Paul Nay of Jane Lew, W. Va., winner of "Oscar" on Mr. Cowan's *R. F. D. America*, for being nation's "Farm Champion of the Year."

NBC SPAC members are (seated, l to r) Harry Bannister, WWJ Detroit; Walter Damm, WTMJ Milwaukee; Martin Campbell, WFAA Dallas, chairman; Harold Essex, WSJS Winston-Salem, secretary; Ed Yocum, KGHL Billings; (standing) Harold Burke, WBAL Baltimore; John Outler Jr., WSB Atlanta; Clair McCollough, WGAL Lancaster; Wiley Harris, WJDX Jackson; Ewing Kelly, KCRA Sacramento.

DEMONSTRATING radio introduced Amazo Instant Dessert to Pittsburgh Radio and TV Club are (l to r) George Tone, KDKA Pittsburgh; Gladys Borne, WISR Butler, and Carl Dozer, WCAE Pittsburgh.

LOWELL Watts, KLZ Denver farm reporter, interviews "Arthur Godfrey," a champion steer in Denver's Nat. Western Stock Show, held by his owner, Ruth Ann Harkness.

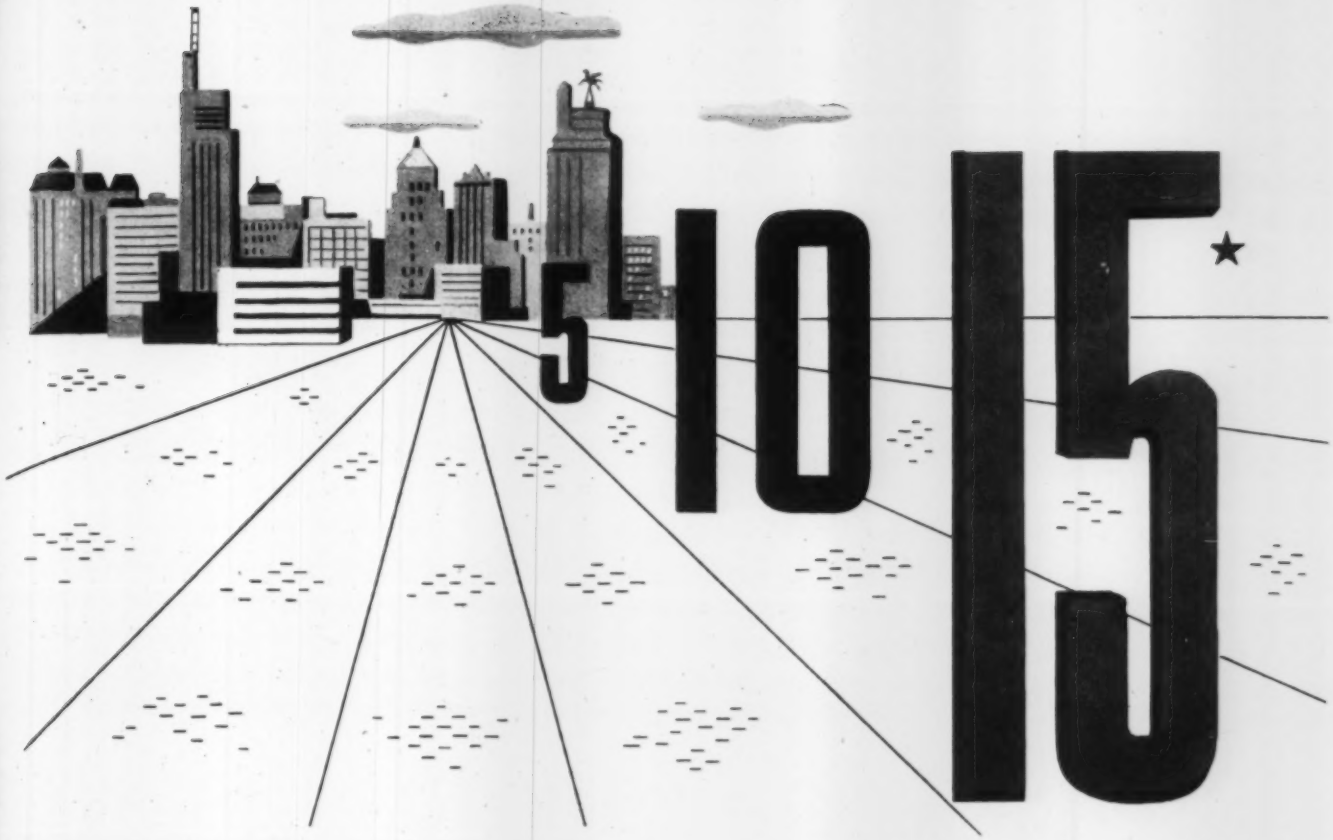
WHEN one KSD-TV St. Louis spot produced over 4,000 requests for free pencil, Leonard Lipic, head of offering firm, appeared on air to explain the unexpected problem of shipping delay.

JOINT meeting of Boston Ad Club and Radio Executives Club Jan. 25 heard FCC Chairman Wayne Coy (second from l) shown with (l to r) Charles Kolster and Walter Butterworth, both FCC, and William McGrath, Executive Club president and WHDH Boston managing director.

NAB Standards are reviewed at Chicago Radio Management Club by (l to r) Hal Rorke, J. Walter Thompson; Judge Miller, NAB; Arthur Harre, WJJD Chicago; William McGuineas, club pres., WGN Chicago; Kay Kennelly, club treas., Olian Adv.; Auguste Mathieu, Off-the-Street Club dir.

NEW building for *Atlanta Journal*, WSB Atlanta licensee, is discussed on WSB *Views of the News* by (l to r) George Biggers, Atlanta Journal Co. pres.; Wright Bryan, editor, and James Cox Jr., v.p. and son of owner.

COVERING Denver Red Cross Drive are (l to r) Roland Harriman, nat. fund chairman; Lloyd Yoder, KOA Denver gen. mgr., and Jack Foster, *Rocky Mountain News* editor and Denver fund chairman.



Year after year, they keep coming back

★ Here are some of the veterans on WFAA... twelve firms that have used WFAA for 15 years or longer. Thirteen others have been with WFAA between ten and fifteen years; and 26 for more than five years.

B & B Cafe	downtown restaurant
T. W. Burleson & Son	honey
Interstate Cotton Oil	Mrs. Tucker's shortening and margarine
Fant Milling Co.	flour and baking powder
W. A. Green	department store
Linz Brothers	jewelers
Lone Star Gas Co.	public utility
McGaugh Hosiery	hosiery manufacturer
"Doc" Jackson's Garage	auto repairs
Bulova Watch Co.	watch manufacturers
General Mills	food products
Proctor & Gamble	soap products

It takes "Know How" to keep sponsors happy, and WFAA is mighty proud of its renewal record, with *51* sponsors who have *kept coming back* for five, ten, fifteen years or longer.

Renewals depend on results! And these old-timers on WFAA's list of advertisers know that results are the combined product of programming know-how, fine production facilities, as well as comprehensive coverage and established audience. It takes them all to build the kind of sales that WFAA advertisers demand and *get!*

Represented Nationally
EDWARD PETRY and COMPANY

WFAA and WFAA FM
DALLAS

820 NBC • 570 ABC
TEXAS QUALITY NETWORK
Radio Service of the DALLAS MORNING NEWS

By order of FCC, WFAA shares time on both Frequencies

NETWORK TV

Interconnection Policy Debated

CHARGES of monopoly and delay to television were raised and denied last week as the fight over American Telephone & Telegraph Co.'s policy on "interconnection" of its network television facilities entered its final pre-decision round before FCC.

The telephone company on one hand and representatives of the telecasting industry on the other summarized their respective views in proposed findings and conclusions submitted for study by FCC in reaching its own decision.

The question, explored in several weeks of hearings before FCC Examiner J. Fred Johnson Jr. [BROADCASTING, Oct. 4, 11, Nov. 8, Dec. 6, 1948], involves AT&T's policy against connecting its intercity television facilities with those of other companies except where the telephone company has none of its own available. This phase is Part I of an investigation of the network television rates of both AT&T and Western Union.

AT&T defended its policy as being vital for "efficiency of operation and for dependability and quality of service." Broadcasters who filed briefs reiterated that it would retard television, while Western Union argued the telephone company should be required to link AT&T facilities with Western Union's and other common carriers', but not with private broadcasters'.

The telephone company recently amended its interconnection tariffs to make clear that a private telecaster who can't get AT&T intercity service and installs his own facilities will be permitted to link them with AT&T equipment for "at least 36 months," even if AT&T puts in facilities to his city in the meantime. This is true if the broadcaster needs intercity service for more than three months and if AT&T can't reach him within 12 months. Where the service is needed for less than three months, the "particular circumstances" govern each case.

Television groups who entered proposed findings were Television Broadcasters Assn.; Allen B. DuMont Labs, which relays direct pickups from its WABD (TV) New York to WNHC-TV New Haven, Conn.; Philco Corp., which operates a radio relay between Philadelphia and New York. Western Union also has a New York-Philadelphia link.

Discussing its intercity TV facilities, which television spokesmen claimed to be inadequate, AT&T said extension of the present network "to complete the link between the Midwest and the West Coast will come, after 1950."

The telephone companies' investment in network video facilities, the brief reported, approximates $20 million, "and it is obvious that the nationwide network which [they] plan will require the investment of sums many times as great."

AT&T Contention

AT&T contended that "unrestricted interconnection" would "increase the cost of service and adversely affect the rates." The company's policy promotes "orderly and rapid development" of nationwide intercity networks, the company declared. Its findings were prepared by John T. Quisenberry, now general counsel of Chesapeake & Potomac Telephone Companies; S. Whitney Landon, general attorney of the AT&T Long Lines Dept., and Ernest D. North, Long Lines attorney.

Western Union, in findings prepared by William Wendt, noted that its own intercity relay "is presently inoperative because of the AT&T restrictive tariff provisions."

WU held that (1) refusal of a common carrier to interconnect with another common carrier is "unreasonable and unlawful," but (2) refusal to interconnect with a private carrier is not.

Western Union agreed with AT&T in interpreting FCC's policies as meaning "that the field of intercity television relaying should be pre-empted by the common carriers."

TBA claimed "the [TV] facilities of the telephone company are inadequate, its plans tentative, and its [interconnection] rule coercive."

The TBA findings, prepared by Thad H. Brown Jr. of Roberts & McInnis, Washington, held that "actual application of the rule in the past has resulted in absurd impracticalities and wastage, contrary to the public interest and to a stable television industry."

The rules creates a "monopoly," the brief continued.

A television broadcaster "should have the right of election as to the video relay facilities which he will use in meeting the requirements of the Commission and the public interest," TBA asserted.

Philco Corp., in a brief prepared by Henry B. Weaver of Shea & Weaver, Washington, told FCC that the television art "should not be frozen at its present state by delivering this entire field [intercity video facilities] to one company."

Philco said FCC should "encourage anyone who is prepared to contribute to the establishment of intercity links for the transmission of television programs, whether by private relay or common carrier."

The AT&T interconnection policy is "a definite hindrance to the establishment of a rapid, efficient, nationwide television service not only because it limits the construction of new television stations in areas where the telephone company cannot offer network facilities, but also because it restricts development and research in the field of intercity transmission of television signals," the brief continued.

Philco claimed it is "unreasonable" to have intercity bandwidths narrower than those at the transmitter, and said: "Therefore, standards for all circuits prior to the transmitter should be established and a conference between industry and the Commission should be held in the very near future, to the end that the Commission can promulgate such standards."

In a 115-page summary, DuMont told FCC that the telephone company's policy "fosters an unlawful and unreasonable monopoly."

The rule would give AT&T a control over the production of intercity facilities and "would preclude any extensive development of microwave transmission equipment by others," the brief continued.

Coaxial services of AT&T will not permit "maximum development" within 6 mc channels, and "restrict quality of reception below that presently practicable with radio relay transmission and existing commercial receivers," FCC was told.

"Construction of any interconnection rule so as to prevent the recording and delayed transmission of television programs is unreasonable," the brief maintained.

DuMont's findings were prepared by Leon Jourolmon Jr. and William A. Roberts of the Washington law firm of Roberts & McInnis.

TEN out of 14 "first" in semi-annual TV "Personality and Program" survey, conducted by *Teleguide* Magazine, weekly Washington and Baltimore program guide, have been awarded NBC-WNBW Washington stars and shows. On basis of 2,500 votes Johnny Bradford, WNBW singer, was chosen No. 1 television personality and his program, *Television Journal*, heard nightly on station, was named favorite video show in D. C.

MELVIN L. GOLD, president of National Television Film Council, and Emerson Yorke, secretary of the American Television Society, exchange votes of confidence by signing applications for membership in each other's organization during National Television Film Conference at Hotel Biltmore, New York, Jan. 24.

Feature

(Continued from page 20)

ports its FM signal is consistently received at distances more than 100 miles from Minneapolis-St. Paul proper. WTCN-TV test patterns reach out solidly for 50 miles, and are reported clearly at many points up to 80 miles.

The range of broadcast relay KNGL is more than 25 miles, while the picture range of the TV microwave is expected to be better than 20 miles. The cue station, WAFY, is easily received by the mobile unit at any location within 25 miles, the station reports.

AFM's FUND

$1½ Million Distributed

A TOTAL of $1,498,284.23 was distributed to American Federation of Musicians members from James C. Petrillo's AFM welfare-royalty fund during the fiscal year ending April 30, 1948, according to a report of the Joint Committee on Labor Relations.

An unexpended balance of $3,061,070.39 was reported by the committee, which functions under the chairmanship of Sen. Joseph H. Ball. The committee was created to study the application of the Taft-Hartley Act to union-management relations.

Allocations to each AFM local, earmarked for public performances to give employment to members during 1948, were at a rate of $9.40 for each of its first 5,000 members and $1.78 for each member over 5,000.

AFM supplied the Congressional committee data showing that contributions of the recording companies had financed a total of 10,764 performances. Details as to the exact number of individual musicians who participated in each project was not given.

On All Accounts

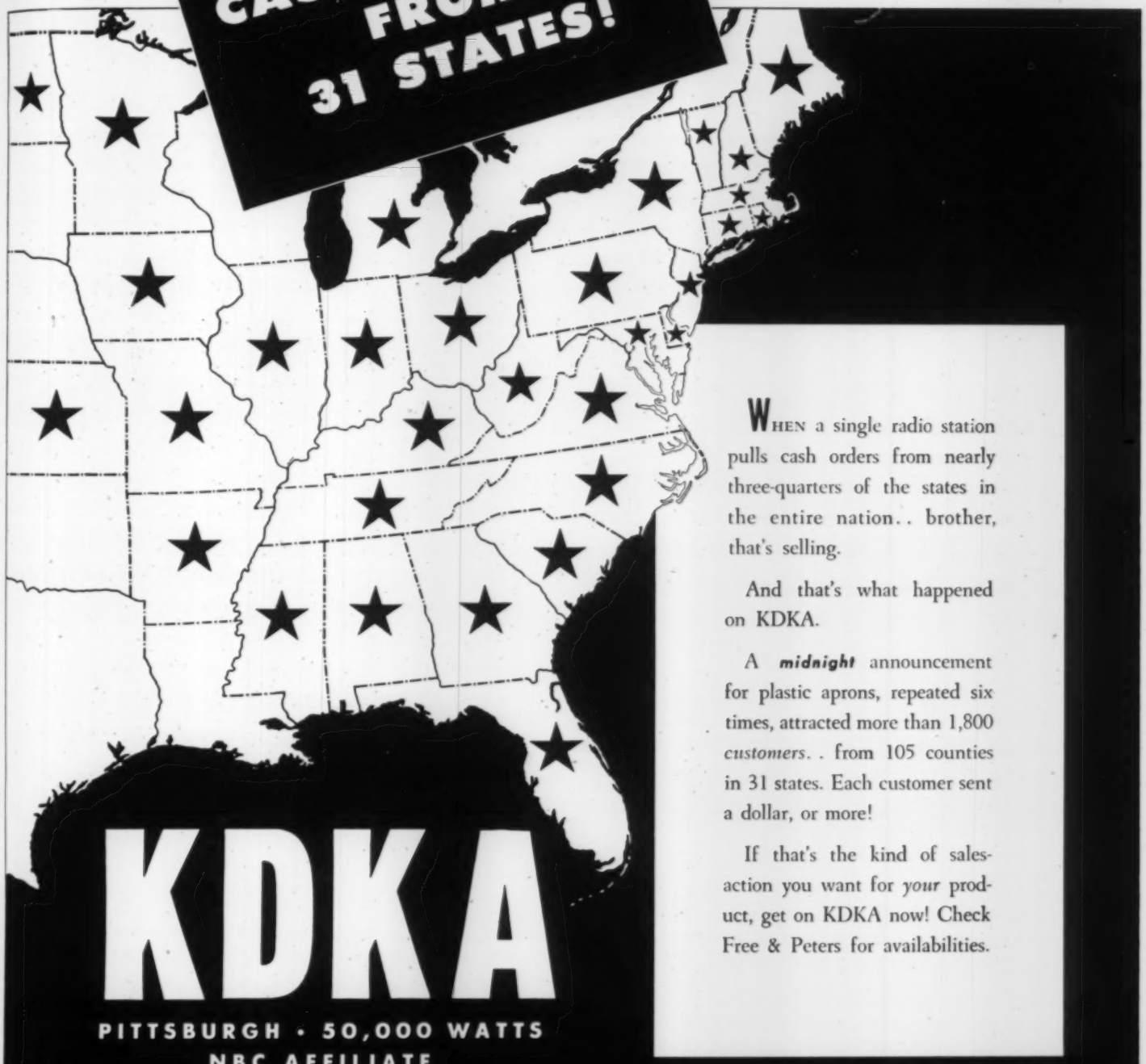
(Continued from page 20)

was appointed to the vice presidency of the agency in charge of all radio and television.

In his present capacity he supervises such shows as WABD (TV) New York's *Amateur Hour*, and *Old Gold Party Time*, both sponsored by P. Lorillard & Co., as well as the quarter hour of ABC's *Stop the Music* sponsored by Lorillard. In addition, he supervises the production of television commercials for Lustre Cream and Lysol.

A member of the Westchester Country Club, Mr. Keesely has been married since 1931 to the former Florence Bosen. Rivaling his advertising skill is his after-hours proficiency as a landscape artist. He created the admirable setting for his own Westchester home.

ORDERS.. CASH ORDERS.. FROM 31 STATES!



When a single radio station pulls cash orders from nearly three-quarters of the states in the entire nation.. brother, that's selling.

And that's what happened on KDKA.

A ***midnight*** announcement for plastic aprons, repeated six times, attracted more than 1,800 *customers*.. from 105 counties in 31 states. Each customer sent a dollar, or more!

If that's the kind of sales-action you want for *your* product, get on KDKA now! Check Free & Peters for availabilities.

KDKA

PITTSBURGH • 50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc • WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

two are always better than one...

On the surface there may not seem to be much similarity between over-water locomotion and broadcast advertising...But in the city of Baltimore, Maryland, there lies an exact parallel.

For Baltimore, with a fair array of broadcasting stations for a city of its extensive size and buying power, has *only one* broadcaster...WBAL...that offers advertisers a powerful combination of both AM and Television under the same aegis*.

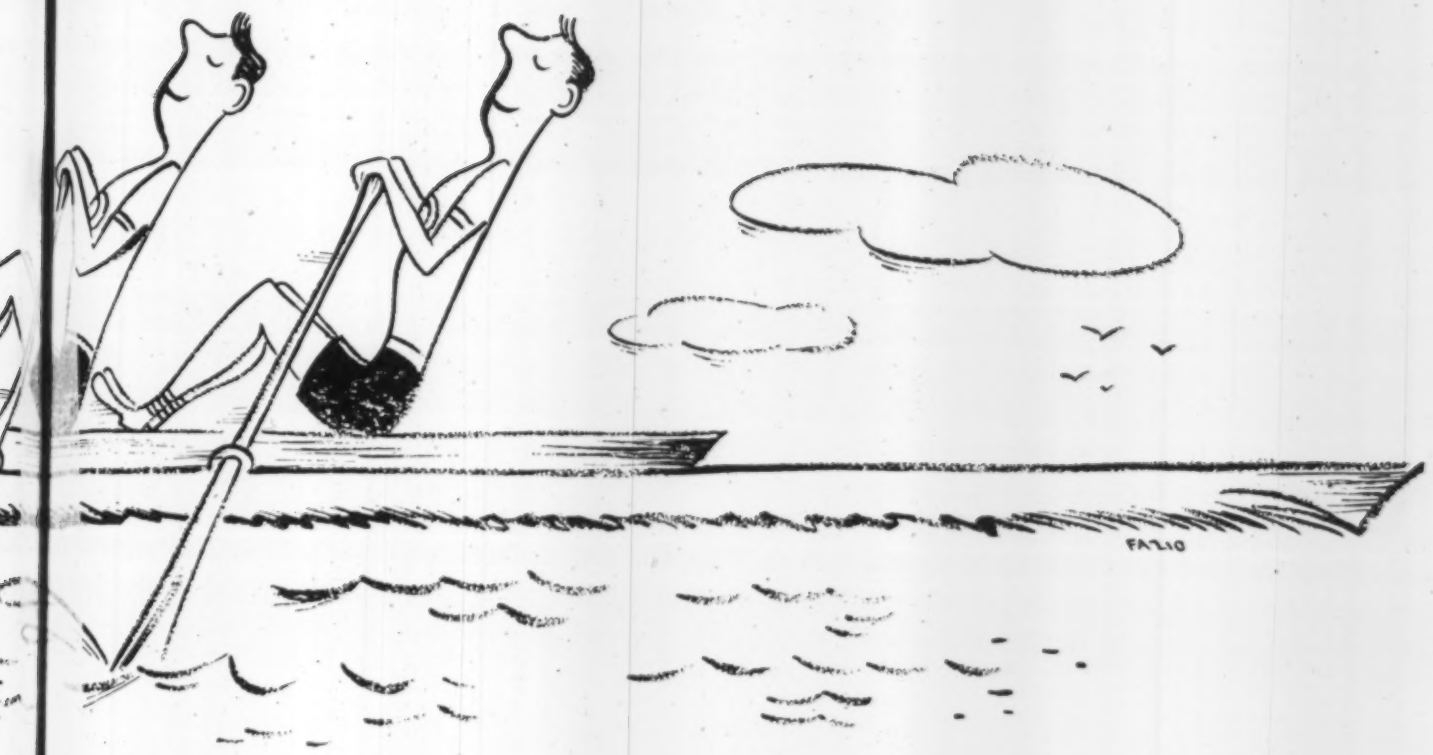
The advantages of this? Very simple...and very interesting. With WBAL and WBAL-TV used in combination

...you can promote your shows both ways

...you can publicize your talent both ways

...you can merchandise your product (or service) both ways

*under the same roof for that matter. Both WBAL and WBAL-TV are luxuriously housed at 2610 North Charles Street, Baltimore 18, Md.



Your advertising in one medium reinforces and strengthens your effort in the other...with the net result that each sales message you broadcast, on either AM or TV, has a commercial power that will strike envy into the heart of your strongest competitor.

In fact, the WBAL combination has proved *so strong* that many advertisers—who have as yet used only one of the two media—have derived large indirect sales benefits from the fact that both exist on WBAL.

So...if you have an eye (and an ear) for the rich Baltimore market, come and see us. WBAL will help keep your advertising effort, your sales curve and the figures in your ledger all headed in the right direction...because

in Baltimore, WBAL—and only WBAL—offers both

WBAL
1090 KC 50 KW
NBC Affiliate

WBAL-TV
Channel 11 36.2 KW
NBC Affiliate

Represented nationally by
Edward Petry & Co.

WBAL and WBAL-TV
Mean Business in Baltimore!

Editorial

Crisis, 1949 Edition

RADIO IS in the toils of another cycle. There are cosmic sunspot cycles and man-made brickbat cycles and broadcaster-conceived reorganization cycles.

This new cyclic development is a polyglot of brick-bat and reorganization. There are warring factions within radio. And there's Congressional unrest (at least in the Senate wing) that is having reverberations in this hemisphere, at the FCC and in radio ranks.

A new trade association of independent stations is being formed under the leadership of Ed Craney, the rugged individualist from the West who has been in the forefront of just about every reorganization of the last two decades. It is basically anti-clear channel. Of its very nature it is anti-NAB. It has anti-network facets. It disagrees with the FCC, particularly on clear channels and power.

NAB, in its quarter-century, has undergone several stem-to-stern reorganizations. Each occurred after splinter groups to serve particular segments of radio had been set up. There are now more AM's, plus TV and FM, which add impetus to another reorganization.

Past conflicts have been confined mainly to radio ranks. Currently there's the unprecedented spectacle of the chairman of the Senate committee charged with radio legislation—Sen. Ed C. Johnson of Colorado—personally plumping for an independent organization.

In the last couple of weeks, Chairman Johnson has moved with such verve and vigor that (1) the FCC can't make an allocation without prior consultation; (2) the State Department has its hands tied on preparation of uninhibited plans for the next NARBA sessions to devise new allocations and principles governing use of the standard band on this continent; (3) every action of the FCC is subject to "watch-dog" scrutiny of the Senate Committee; (4) Stratovision (skycasting) is threatened with being stopped in the laboratory.

The right of Sen. Johnson to pursue this course, or the sincerity of his purpose cannot be questioned. Independent broadcasters, likewise, have a perfect right to set up an organization of their own to achieve common ends, particularly if they are not satisfied with the prevailing trade association stewardship. But the validity of their views, and the wisdom of their action, are open to question. There's another side of the story to be heard.

There's need for coordinate action. Nothing can be gained if the legislative branch, or any segment of it, pulls in one direction, the regulatory agency in another, while stations and licensees split up into diverse groups working at cross-purposes. The U. S. delegation to NARBA in Montreal next September must be a solid front if we are to avoid a fiasco in which we would stand to lose again.

The NAB has a reorganization committee at work under the able chairmanship of Clair R. McCollough, an independent broadcaster. Mr. Craney, in 1937, himself was a member of the NAB reorganization committee of that troubled period. Sen. Johnson is new in radio regulation. Chairman Coy hasn't had his day in legislative court since he assumed the chairmanship a year ago.

So before 30 years of radio progress and know-how, during which time the public hasn't complained, is thrown into turmoil, there should be a meeting of radio minds. The leadership is there. There needn't be another crisis.

Ghosts With Blue Noses

TELEVISION is today's target of the counter-clockwise critics. This little band, whose motto is "whatever the public likes is wrong," has long known that a vigorous denunciation of the public's current fancy is a sure route to headlines and featured spots on forums.

The spectacularly enthusiastic reception video has received makes it a certain target for attention of the reverse-English boys.

Within the last week Dean Kenneth Bartlett of Syracuse U. stated that Americans are becoming "more and more sit-downish," placing the blame on TV. If that is true, television can easily correct it by more programs like the setting-up exercises telecast by WABD (TV) New York. The charge of American laziness has a too-familiar ring. Remember Hitler's "decadent democracies"?

Most critics of video attack it for its mental rather than physical effects. Dr. Reinhold Niebuhr, noted theologian, has predicted a "further vulgarization" of the nation's cultural standards because of television's debasing influence. He is only one of scores of "out of the radio family" critics. Arthur Godfrey is the prime target-of-the-moment for having displayed a toy toilet on his show. Without attempting to justify his breach of taste, we might point out that Mr. Godfrey's brash disregard of radio's traditional taboos was a major factor in his climb to stardom.

Telecasting is new to all—to producers as well as actors. It is no surprise that such a lusty infant sometimes kicks the slats of convention out of its crib.

To judge an infant by the standards of maturity is unfair and somewhat ridiculous. The video art is now only old enough to be taking its first hesitant steps. It frequently starts in one direction and ends up somewhere else, meriting praise if it has managed to keep on its feet throughout the journey.

Because television is an infant art, those in charge of its development have responsibilities beyond those applicable to one that has come of age. They are responsible in law and fact to see that what goes into the American home is in keeping with the atmosphere of the home. Entertainers must be reminded that what evokes the loudest laughs from a night club crowd, may be unfit for home consumption. Radio has been kept fit for the family by the vigilance of the broadcasters themselves. They can and must do the same job in television if they do not want to surrender their editorial control to an outside censor, like those who now control movie producers.

News in the News

NEWS IS in the news.

In Washington, the House Un-American Activities Committee, which has both triumphed and blundered all over the legislative landscape in its quest for Commies, blunders again by voting to exclude radio recorders, newsreels, television and photographers from its hearings.

In Baltimore, three stations and a commentator are fined for violating the archaic "gag" on publication (by print, microphone or video) of crime news. The case was appealed.

And in New York, State Senator Thomas C. Desmond has introduced a News Privilege Bill specifically providing that radio newsmen shall be accorded equal protection with newspapermen, to "safeguard the public interest."

Although the facts vary, the principle is identical. Freedom of information covers all.

Members of the House Committee, and the judges of the Maryland courts, would do well if they exchanged briefs with Senator Desmond. And they might read the Bill of Rights again.

Our Respects To—

HAROLD JOHN BOCK

HAVING been associated with just about every other phase of the entertainment industry, it was not exactly unexpected that Hal Bock would wind up in television.

As KNBH (TV) Hollywood went on the air last month under his direction, as NBC manager of western network television, Mr. Bock brought to it at least three years of learning, planning and building. And with his background as a reporter and publicist, the operation is certain always to boast an "open door" news policy.

He is one of those California "natives" who was born somewhere else—Avoca, Wis., on May 17, 1909. Thirteen years later, his family migrated to Long Beach, Calif. His news bent led to cub reporting for the Long Beach *Sun*, while attending Long Beach Junior College.

After graduation in 1928, Hal Bock went to work on the paper fulltime, doing theatre reviews and covering lunch clubs among his several chores. And it was while covering "the chicken and pea circuit" as he describes luncheon clubs, he learned a valuable point applicable to speech-making and show business . . . "keep it short and sweet."

Late in 1929, Mr. Bock went north to San Francisco as bureau manager of *Inside Facts*, a theatrical paper covering all phases of show business. During this time he wrote what was probably the first radio column in a theatrical paper.

Radio seemed like a good spot to head for, but he had to wait two years before being able to get a job with NBC. And he finally did with what was known as the Press-Radio Bureau. For a year he was newswriter and newscaster until the function was eliminated.

At this time Mr. Bock became correspondent for BROADCASTING in San Francisco and continued in that job after becoming publicity director of KFRC San Francisco. During this period, he worked alongside of many others who have since become known in the radio industry—Cecil Underwood, Meredith Willson, Al Pearce, Walter Bunker, Arnold Maguire and Jack Van Nostrand.

While with KFRC, a waterfront strike developed into a general strike. And Hal Bock was pressed into service as a newsman. As such he was first a reporter and leg-man. Then he hot-footed it back to the studios to write and broadcast his own material.

Following this, he put together a 30-minute dramatic narration on the strike situation which was aired on the regional CBS network

(Continued on page 48)

Was he prophet or poet who wrote of music, almost two centuries ago, "There is in souls a sympathy with sounds... the ear is pleased...and the heart replies..."? We think William Cowper was both. For he foretold with uncanny accuracy why advertisers on WQXR do so well. Good music, selectively programmed and constantly beamed, brings them a choice audience of more than half a million New York families . . . lovers of good things who have also the means to buy them. So constant are these listeners to WQXR that no other station in this biggest and richest of all markets reaches them so effectively. Day in, day out, "the ear is pleased... and the heart replies." A thought worth pondering if your tastes run to poets... or to profits.

WQXR

AND WQXR-FM

RADIO STATIONS OF THE NEW YORK TIMES

Respects

(Continued from page 46)

and finally on the full network. BBC also carried it. Mr. Bock received a call from the *London Times* for details before the situation was ended.

Finally NBC beckoned in May 1935, asking Mr. Bock to go to Hollywood as publicity manager, servicing the one or two programs then originating from there. The NBC Hollywood staff included one engineer, one studio manager, one janitor and one secretary.

When the network's western headquarters shifted to Hollywood from San Francisco, Mr. Bock continued as Hollywood publicity manager. In 1938, he became western network press manager and served as such until 1945 when he became director of public relations.

In February 1946 he became western television manager in addition to his public relations duties.

Early in 1948 when NBC was given a green light for its own Los Angeles channel, Hal Bock ceased to operate in any channel other than television. Officially his public relations duties ended, but the lessons learned are with him in his every daily move.

He has reached one definite conclusion about the medium: When anyone asks whether he's a TV expert he has one reply, "Yes, provided you aren't."

Mr. Bock is a member of the L. A. Junior Chamber of Commerce. Organizationally he's a director of the Author's Club of Hollywood and the Academy of Television Arts & Sciences, and is a member of the Los Angeles Advertising Club, Hollywood Ad Club and Sigma Delta Chi.

In 1926, Hal Bock first met Sybil Chism, then an organist at the Strand Theatre in Long Beach. When he got back to Los Angeles after his stretch in San Francisco, the two decided to play a duet. And they did on June 4, 1936.

They live on the Sunset Strip in Hollywood on a hill overlooking Ciro's. Mr. Bock has been to that club twice in three and a half years.

Night clubs are definitely not his hobby but pipes are, and he can pick most any shape of a smoke he might be in a mood for, from among his collection of 60 odd "boilers."

When it's not time for tee—he's a golfer—or a smoke, there's music in the air at the Bock menage with Sybil at their own Hammond organ and the guests lending their vocal chords.

White Visits HT

FORMER SENATOR Wallace H. White Jr. (R-Me.) visited the White House Jan. 31 to add President Truman's photograph to his collection of autographed pictures of American presidents. Mr. White, former Senate Republican leader and chairman of the Senate Interstate and Foreign Commerce Committee, has autographed photographs of every president since Grover Cleveland. President Truman inscribed on the picture he gave to Mr. White, "To My Good Friend and Colleague With Every Wish for His Health and Prosperity."

Management

ELISHA GOLDFARB, formerly associated with Lauterstein & Brown, general counsel for Mutual for past four and a half years, has been appointed MBS counsel. Lauterstein & Brown firm continues as general counsel.

W. FERRON HALVORSON, former director of sales and advertising at KVNJ-FM Fargo, N. D., has been appointed station manager of WCAT Rapid City, S. D., owned by the South Dakota School of Mines and Technology. Mr. Halvorson was previously director of radio training and assistant professor of speech at St. Olaf College, Northfield, Minn., where he also supervised some activities at WCAL, the college station. During the war, he served in the Navy as coordinator of entertainment and athletic activities.

MAURICE MITCHELL, director of the broadcast advertising division of the NAB, will teach a course in "Radio Station Management" at American U., Washington, this spring. **DEE W. PINCOCK,** senior attorney for the FCC, will conduct the university's course in radio and television policies and regulations, and **RALPH BURGIN,** NBC producer, a course in the use of music for radio and television programs.

JOHN W. ELWOOD, general manager KNBC San Francisco, has been re-elected president of the San Francisco Downtown Assn. for second term, Association is organization of more than 1,000 business men and firm representatives.

EDMUND SOUHAMI, NBC attorney, has been appointed labor relations assistant to **ERNEST de la OSSA,** director of network personnel. Mr. Souhami has been representing NBC's legal department in labor negotiations for the past two years, and is a member of the Copyright Committee of the Bar Assn. of the City of New York.

BERNARD L. YOUNG has been appointed general manager of WLOG Logan, W. Va., after eight years with WTOL Toledo, Ohio.

WALTER MILLAR has been appointed assistant to the manager in charge of all program operations at WMOB Mobile, Ala. He has been with station for past three years, serving as announcer and more recently in sales department.

DALE TAYLOR, general manager of WENY Elmira, N. Y., has been elected president of the Arctic League Inc. League directs all fund raising projects in the area.

RALPH PATT has resigned as general manager of WDOD Chattanooga, Tenn. **NORMAN THOMAS** and **EARL WINGER,** co-owners of the station, will direct its administration, while **BRYAN J. BUSH,** former local salesman, will be in charge of sales. Mr. Patt has announced no future plans.

MORGAN CRAIG, general manager of WGCD Chester, S. C., has been elected by the local Junior Chamber of Commerce as the city's "Outstanding Man of the Year."

FLEMING NEWBOLD

'Star' President Dies

FLEMING NEWBOLD, 75, president of The Evening Star Newspaper Co., publishers of *The Evening Star* and *Sunday Star*, Washington, died unexpectedly at his home Jan. 31. He also served as a director of The Evening Star Broadcasting Co., licensee of WMAL AM-FM-TV Washington.

Mr. Newbold was born in Dayton, Ohio, on April 11, 1873. He joined *The Star* in 1890, serving in various capacities until he became president on Feb. 18, 1948. Surviving are two daughters, Mrs. John Legendre of Aiken, S. C., and Mrs. James Bush of St. Louis; four grandchildren, Nancy Ryan, Allan Ryan III, Serena Stewart and Janet Legendre, and three nephews.

IDEAL PICTURES

Purchased by Esquire Inc.

IDEAL Pictures Corp. has been purchased by Esquire Inc., publisher of *Coronet*, *Esquire* and *Apparel Arts* and producer of Coronet Films, David A. Smart, chairman of the board of *Esquire*, announced last week.

Ideal has 18 branches in this country and Hawaii and, according to Mr. Smart, is the largest library operation in the 16mm film field. It services non-theatrical films to roadshow operators, television stations and schools, clubs and individuals. Paul R. Fought will be Ideal's new general manager. Marion Harvey, chairman of the board of Ideal, and S. J. Sperberg, its vice president, who sold their interests, will continue to be associated with Ideal.

Miles W. Vaughn

MILES W. VAUGHN, 57, United Press vice president and general manager for Asia, was drowned Jan. 30 in Tokyo Bay when the sampan carrying him and a party of duck hunters capsized.

MUNICIPAL TV

Evans Named to Supervise

SETTLING for the proverbial half-a-loaf, and setting up a modified television operation in lieu of a costly and currently impossible city-operated video station, New York's Mayor William O'Dwyer last week appointed Clifford Evans, former newspaperman, as supervisor of television for the Municipal Broadcasting System.

According to Seymour N. Siegel, director of the city radio system, city officials have for some time been considering the establishment of a complete television station to operate with WNYC and WNYC-FM New York. However, because of the prohibitive initial cost (some $282,000) and approximate $150,000 annual operating cost, and the current FCC freeze on the available frequencies, expected to be maintained until higher frequencies are obtainable, the present set-up was organized so that the city system could "get its feet wet" in video operation.

Mr. Evans will supervise a modest television film unit, for which the City Board of Estimate has appropriated $17,822. Programs will be scheduled on such civic interests as public health, public safety, water conservation and community cultural activities, and will be made available free of charge to commercial television stations in New York. Stations in the area have already requested the city-produced programs for the following reasons, as outlined by Mr. Siegel:

1. Public service.
2. Program material which is hoped to be of exceptional high standard, at no cost to the station airing it.
3. Helping the city.

Six employees will be active in the new television unit, including Mr. Evans, who will receive $7,000 a year; a cameraman at $5,000 yearly, and an electrician in charge of lighting at $4,000 annually. Sixteen millimeter cameras will photograph city government activities and other events, with voices and music either to be dubbed in via tape recordings, or picked up simultaneously by sound camera.

Mr. Evans was formerly a reporter and feature writer on newspapers in New York and Washington, and worked in recent years as program director for WLIB Brooklyn, and as vice president in charge of public affairs for WHLI and WHLI-FM Hempstead, L. I.

Denker Book

RADIO WRITER Henry Denker has completed a novel, *I'll Be Right Home, Ma*, to be published Feb. 21 by Thomas Y. Crowell Co. The book is Mr. Denker's first full-length novel. He has written radio scripts for Columbia Workshop, *Readers' Digest* radio program, OWI, *Cavalcade of America* and others.

Just off the Press

NEW EDITION OF A. A. R.'s FAMOUS "QUIZ ON RAILROADS AND RAILROADING" PROVIDES AUTHENTIC DATA, WITH EASY-TO-USE, COMPREHENSIVE INDEX COVERING OVER 700 TOPICS.

Here's a valuable, authoritative source of railroad information in handy question-and-answer form, completely indexed to give you up-to-date information about American railroading.

Assembled in easy-to-read groupings are compact answers to more than 250 questions covering American railroads, their history, physical properties, operations, accomplishments, and the role that they play in every phase of American life.

This is the seventh edition of this popular, useful book. It's particularly valuable to editors, writers, and commentators because of its capsule breakdown of each subject and detailed subject index.

To get your copy of this new edition of "Quiz on Railroads and Railroading," or extra copies for your staff, just mail the coupon.

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WVTL DROPS CP

Says TV Future Uncertain

BECAUSE of engineering and economic uncertainty in television's future, the Utica, N. Y., *Observer-Dispatch* has surrendered its construction permit for WVTL (TV) Utica.

Deletion of the station was granted by the secretary of the FCC last Wednesday, effective Jan. 27, date of expiration of the CP. The permit was granted in May 1948 for Channel 3 (66-70 mc) with effective radiated power of 15.5 kw visual and 7.5 kw aural. An application for extension of completion date to September 1 also was dismissed.

With the deletion of WVTL there now are 116 television permits authorized, plus seven licensed stations. A total of 57 video outlets are operating.

The *Observer-Dispatch*, a Frank Gannett paper, previously held authorization for an FM station in Utica, WKCJ, which was deleted at the paper's request last year. Gannett newspapers in other cities own or have interest in WHEC Rochester, WENY Elmira, WHDL Olean and WABY Albany, N. Y.; WDAN Danville, Ill., and WTHT Hartford, Conn. TV applications pend in Rochester, Elmira and Hartford.

Other TV Station

There is one other video station under construction in Utica, WKAL-TV, owned by the Copper City Broadcasting Corp., licensee of WKAL Rome, N. Y. WKAL-TV holds CP for Channel 13 (210-216 mc) in Utica. There are no pending video applications for that city.

J. David Hogue, vice president of the *Observer-Dispatch*, told the Commission that his firm's TV application had been filed early in 1948 and "since that time there have been many developments affecting the future trend of this industry, both of an engineering and economic nature." He said, "It is our considered judgment that there is too much uncertainty surrounding the immediate future to justify for us the substantial investment required for a television station in the Utica market." He noted the city would not be left without video service, because of WKAL-TV.

Enter TV Field

HARTLEY Productions, New York, commercial film company, last week entered the television package show business with a half-hour children's film series, *Operation Fun Club*. The new show, starring Leon Janney, presents both information and education features and is offered on a weekly basis for participating sponsorship by five advertisers (or five products) per show at a cost of $500 a week per sponsor or product.

SMILES are order of the day at "Television Information Please" meeting of American Marketing Assn.'s New York chapter at Hotel Commodore, New York, Jan. 25. L to r: Jay Jostyn, who plays the title role in *Mr. District Attorney*; C. E. Hooper, president of C. E. Hooper Inc.; Dr. Leo Handel, director of audience research, Metro-Goldwyn-Mayer; A. E. Sindlinger, president, Radox, and Ted Cott, vice president, WNEW New York.

AM-TV PAPERS

To Highlight RMA-IRE April Meeting

TECHNICAL developments in television and broadcasting will be scanned by industry engineers at the spring meeting of the Engineering Dept. of Radio Mfrs. Assn. and the Institute of Radio Engineers. Meeting will be held April 25-27 at the Benjamin Franklin Hotel, Philadelphia.

Days have been divided into morning technical sessions and afternoon inspections trips, according to Virgil M. Graham, Sylvania Electric Products, chairman of the committee in charge. Speaker at the April 26 dinner will be Stuart L. Bailey, of Jansky & Bailey, IRE president. T. A. Smith, RCA, chairman of the RMA Transmitter Division, will be toastmaster.

Technical papers on the opening day's agenda include discussion of a 3 kw medium frequency transmitter, by L. F. Deise and L. W. Gregory, Westinghouse Electric Corp.; cavity resonators in the mobile field, by Henry Magnuski, Motorola Inc.; Symmetron 50 kw FM amplifier, by L. D. Balthis, Westinghouse; instantaneous deviation control for phase modulation transmitters, by Marion Winkler, Motorola. Afternoon includes lunch, RMA and IRE committee meetings and stag party with Cornell-Dubilier Electric Corp. as host.

To Speak

Speaking on television recording at the second morning's meeting will be R. V. Little Jr., RCA. M. Cawein and J. A. Good, Farnsworth Television & Radio Corp., will speak on the Utiliscope. New TV visual modulator will be described by A. J. W. Rhodehamel, General Electric Co., and E. Finley Carter, Sylvania, will describe "The Reality of Invisible Forces." Lunch, committee meetings and International Resistance Co. cocktail party will follow, with the dinner meeting in the evening.

Third day includes paper on tube cooling by M. D. Lemeshka and A. G. Nekut, RCA; audio power amplifier, by John M. Miller Jr., Bendix Radio; longitudinal interference in audio circuits, by H. W. Augustadt, Bell Labs; commercial OTM telephone microwave link, by N. J. Gottfried, Federal Telecommunication Labs., and W. J. Logan, Maritime Telephone & Telegraph Co. Lunch and inspection trips continue the program.

Over 1,500 radio engineers are taking part in a continual study and review of engineering standards in the radio manufacturing industry under direction of the RMA Engineering Dept., headed by Dr. W. R. G. Baker, General Electric Co. The department is reviewing all pre-war standards and has recommended adoption of more than 40 new or revised standards since World War II, according to Dr. Baker. As many more are being closely reviewed by 173 committees comprising 1,897 members, many of the members serving on more than one committee.

FOOTBALL

NCAA to Further TV Study

H. JAMISON SWARTS, U. of Pennsylvania athletic director, reported that the Eastern Collegiate Athletic Conference has recommended to the National Collegiate Athletic Assn. that funds be provided for continuing the Crosley television survey.

Mr. Swarts said the survey, conducted last season in the New York - Philadelphia - Boston area, proved football attendance suffered because of television, particularly attendance at smaller school games. Mr. Swarts so reported at the NCAA convention at San Francisco, Jan. 9 [BROADCASTING, Jan. 17].

WRTB(TV) START

Even If FCC Denies Transfer

WRTB (TV) Waltham, Mass., would be on the air within 60 days even if FCC fails to approve pending transfer applications, President Charles Francis Adams Jr. of Raytheon Mfg. Co., the permittee, testified last week.

His testimony came during a hearing called by the Commission to determine whether Raytheon had proceeded diligently with construction of the station and whether additional time should be allowed for completion. The original grant for WRTB—Channel 2—was issued in May 1946.

The station, it was disclosed, has signed an affiliation agreement with CBS.

The network has bought WRTB for $242,122, pending FCC approval, and under the Commission's AVCO Rule Meredith Engineering Co., owner of WHEN (TV) Syracuse and subsidiary of Meredith Publishing Co., has offered to match the CBS bid [BROADCASTING, Nov. 1, 1948; Jan. 17].

The hearing, held before FCC Examiner Hugh B. Hutchinson, produced testimony that Raytheon had spent $254,401 on WRTB. The book cost, including general television developmental work, was placed at $474,944, while the market value of WRTB equipment alone was reported as $254,401.

NEW TUBE

For Inter-City TV Links

A NEW TYPE of electron tube, expected to triple or even quadruple the program-carrying capacity of inter-city video relay links, was described Wednesday evening by Dr. Jack A. Morton of Bell Telephone Labs., at the Institute of Radio Engineers in New York (see earlier story, page 68).

Dr. Morton said the new very high frequency tube, no larger than the average tube in a home radio set, is to be used in the radio-relay circuit now under construction between New York and Chicago. He and his associates are the inventors and perfectors of it.

The tube is referred to as a "close-spaced triode." The name derives from the small distance—a span of about one-fifth the diameter of a human hair—between the tube's grid and cathode. The spacing is about one-sixth that found in any triode tube now available.

To be manufactured by the Western Electric Co., it will be used as an amplifier, modulator, oscillator and frequency multiplier in repeaters and terminal equipment, Dr. Morton said. Repeaters using the new tube will use about half as much power as earlier types and provide greater band widths over which amplifications can be achieved.

Out . . . . . in cleveland

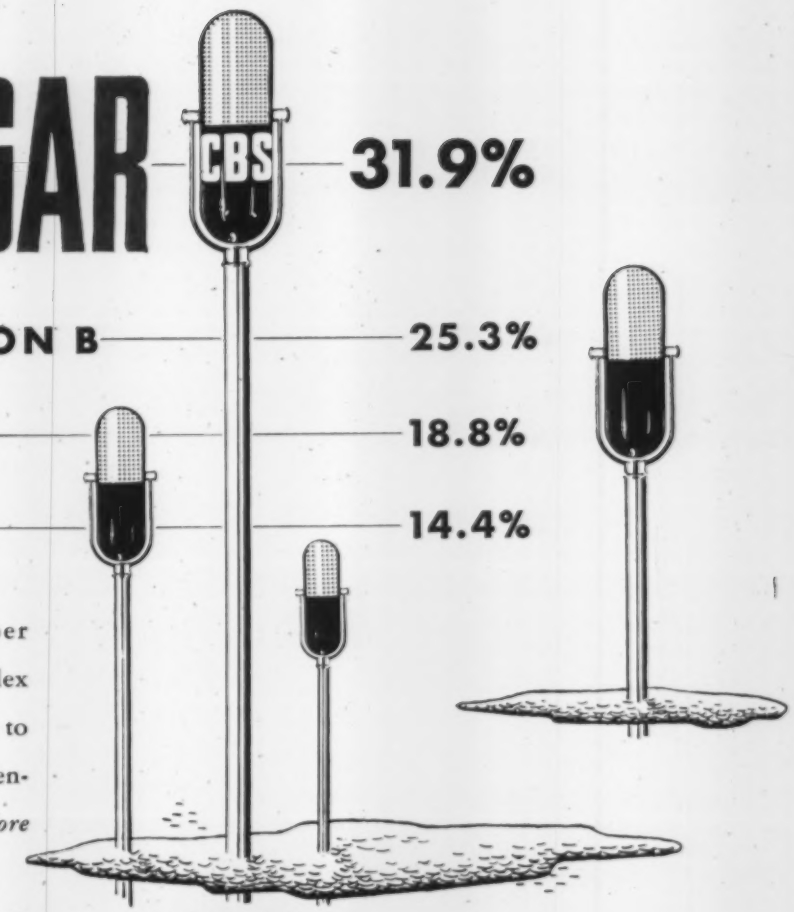
Hooper Reports:

WGAR — CBS — **31.9%**

STATION B — **25.3%**

STATION C — **18.8%**

STATION D — **14.4%**



The November - December Hooper Station Listening Index shows that WGAR *continues* to stand out as Cleveland's listening habit. And this was *before* Jack Benny and other new 1949 features were added to the program schedule of Cleveland's Friendly Station.

WGAR 50,000 WATTS CLEVELAND

MOST POWERFUL SIGNAL OF ANY CLEVELAND STATION *in Cleveland . . . in Akron . . . in Canton*

Represented Nationally by EDWARD PETRY & COMPANY

WASHINGTON U.

Programs Are On State-Wide

BROADCASTS produced by the U. of Washington are reaching an ever increasing number of listeners in the state, according to an announcement last week by Prof. Edwin H. Adams, executive officer and program director of the University's radio education department.

Fourteen broadcasts a week are heard on Seattle stations with five programs being carried on other stations in the state, including: KXLE Ellensburg, KSEM Moses Lake, KOMW Omak, KHQ Spokane, KUJ and KWWB Walla Walla, KWSC Pullman and KXRO Aberdeen.

Production and placing of the programs is done by Prof. Adams, with William Ladd responsible for statewide distribution. Bruce Calhoun is in charge of production. Broadcasts emanate from Radio Hall on the University's Seattle campus and are supervised by an audio-visual board.

UHF TV TUBES

Use 'Not Unusual'—Sorg

BELIEF that the provision of transmitting tubes for adequate power in the UHF television region is "not a serious problem" was reiterated last week by Eitel-McCullough Inc., radio tube manufacturer, of San Bruno, Calif.

Harold E. Sorg, Eimac director of research, called attention to "some recent reports" which he feared might make the public "unduly concerned" about UHF transmitting tube operation.

"As a matter of fact," he said, "it is not at all unusual to operate transmitting tubes successfully at ultra-high frequencies, as evidenced in other types of service. For example, Eimac tubes are being currently used in communications transmitters at frequencies over 1000 mc."

His statement, contained in a letter to FCC, was occasioned by reports that the 500 mc experimental station which was operated during the fall and early winter in conjunction with NBC's WNBT Washington had experienced tube failures due to high heat [BROADCASTING, Dec. 20, 1948].

Mr. Sorg called attention to Eimac testimony during hearings on opening of UHF television band (475-890 mc), at which time he told FCC that Eimac already had done the basic tube design work for high-band television. He predicted at that time that transmitting tubes with 50 kw peak output could be made available for the low end of the high band within six months to a year, depending on demand, and that similar tubes for the 650-890 mc region can be had in one to two years [BROADCASTING, Sept. 27].

NEW ORLEANS televiewers got a glimpse of city's Iris Carnival ball recently. The telecast was first coverage by WDSU-TV New Orleans of an event involving such large-scale production. Station has announced that it plans complete coverage of the Mardi Gras.

AWB AGENDA

March 10-12 Meeting Plans Are Announced

AGENDA for the sixth annual convention of the Assn. of Women Broadcasters, feminine branch of the NAB, was announced Thursday by Pat Griffith, NAB director of women's activities. With Chicago as site, the March 10-12 meeting is expected to attract broadcasters who have been unable to attend eastern conventions.

Miss Griffith forecast an attendance of about 400 delegates. Meeting theme is "The Business of Broadcasting." Sessions will be held at the Drake Hotel in Chicago. Frieda B. Hennock, FCC member, and A. D. (Jess) Willard Jr., NAB executive vice president, will be principal speakers [BROADCASTING, Jan. 31].

AWB was formed in 1942 and has an active membership of 1,500. Members are staff members of stations, or broadcast over NAB member outlets. It includes associate members in executive phases of radio who work outside stations.

Opening day's proceedings include registration, committee meetings and unscheduled radio activities in the morning. First membership meeting will be held 2-4 p.m. with Ruth Crane, WMAL Washington, AWB president, in the chair. General chairman of the convention arrangements committee is Elizabeth Marshall, WBEZ Chicago.

Reception Planned

A reception will be held for newcomers followed by a buffet supper and entertainment.

The March 11 program opens with a tentatively-scheduled breakfast party at the Merchandise Mart. Business meeting, 10-12 a.m., will include a panel by NAB department directors on "Coordinating NAB-AWB." Voice of Democracy contest results, free-time projects, and presentation of new sales manual on women's programs are planned.

At the luncheon Mr. Willard will be guest speaker. A fashion show will be a part of the program. In the afternoon a business session will be held for active members. A separate meeting for associate members will be addressed by Linnea Nelson, chief timebuyer, J. Walter Thompson Co., New York.

Evening plans include a cocktail party followed by a dinner at which the National Assn. of Greeting Card Mfrs. will be host. Steve Shannon, president, will be toastmaster.

Saturday's agenda opens at 9:45 a.m. with a work session open to all delegates. Anne Hayes, KCMO Kansas City, will be moderator of a panel of station managers and women broadcasters. Topic will be, "The Woman Broadcaster and Her Station Manager." Another panel at 11:15 will be "New Ideas for Women's Programs," with Beaulah Karney, WENR Chicago, presiding.

Luncheon guests will include Gov. Adlai Stevenson of Illinois and Mayor Martin Kennelly of Chicago. Miss Hennock will be guest speaker.

Afternoon will be featured by a television work session. Fran Harris, Ruthrauff & Ryan, Chicago, will preside over a panel of women in television. Subject will be, "Television—The Eyes of Today." Closing session starting at 5 p.m. will be a joint meeting with Miss Griffith presiding. Cocktail party and buffet will conclude the convention program.

Business brunch will be held March 13 at 10 a.m. by the AWB board of directors.

National officers of AWB are: Miss Crane, president; Miss Griffith, second vice president; Eleanor Hanson, WHK Cleveland, third vice president; Ann Holden, KGO San Francisco, fourth vice president; Nell Daugherty, WSTC Stamford, Conn., secretary; Norma Richards, WSPD Toledo, treasurer. The post of first vice president is vacant.

AWARD for "the outstanding documentary radio program of interest to entire family" for 1948 was given to ABC *Mr. President* program by 10th district California Congress of Parents and Teachers.

ATS FORUM

Vallee, Others Give Views

TIME will prove the superiority of film over live shows for video, according to Rudy Vallee, who last Tuesday addressed an American Television Society film forum at the Museum of Modern Art, New York. Filmed television shows, he believes, soon will represent 80 to 90% of the total video production.

The erstwhile vagabond lover, who is head of the Television Film Producers Assn. of Hollywood, has his own video production firm, Vallee-Video Inc.

Howard Bailey, assistant managing editor of *The Evening Star*, which owns and operates WMAL-TV Washington, outlined the problems of a newspaper that owns its own TV station. Such a station should be a separate entity rather than a department of the publication, Mr. Bailey said. "A newspaper and its television station will never be competitors for the advertisers dollar," he added.

George Bonwick, president of Pathe-Pictorial Films, New York producers and distributors of package shows, warned the forum group on liability. He said: "Rental, lease or sale of a film for television usage is a potential atomic bomb of liability—unless proper legal clearances have been established all along the line."

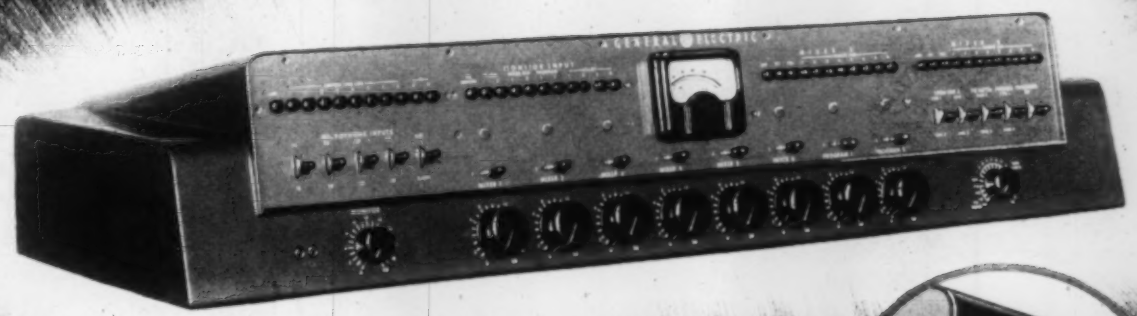
Paul Alley, director of the *NBC Newsreel*, showed his highlights of the recent Presidential Inauguration in Washington, and a film of President Truman's speech at the Electoral College banquet. "New techniques now being planned for presentation of news on television will revolutionize the newsreel industry," he said. He referred to plans for presentation of a new live news show on NBC-TV starting later this month.

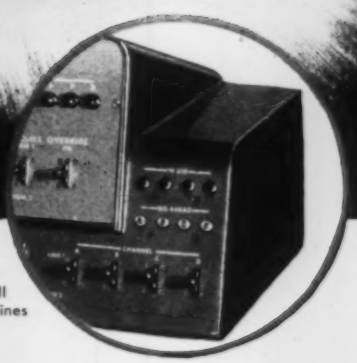
Forum opened with presentation of one show in the American Tobacco Co. prize-winning network film series, *Your Show Time*.

WKDN LP Routine

WHEN WKDN Camden, N. J. acquired a Columbia LP record player, it huddled its engineers to decide on how best to feed the gadget into a Raytheon console. After tossing in various radio trinkets, the thing worked like a charm, according to Phil Steen, chief engineer. Steen's routine: The pickup was matched to the pre-amp input through a 400,000 OHM to 250 OHM pad, then fed to the console through a three-circuit jack and plug. When the quality was not up to standard, a .003 MF condenser was placed across the pickup's output. Objectionable pops and frying sounds were eliminated and listeners reported excellent reception and fidelity, according to WKDN.

LOOK AT THIS *Performance-Engineered* Consolette





FOR MULTIPLE STUDIO CONTROL
Exclusive G-E development! Ask about the special G-E Consolette Switching System. It will switch up to 4 consolettes into any of 4 outgoing lines

LOOK AT IT *Practically*

Fits any standard desk . . . easy to see over . . . all functions at your fingertips . . . clear, clean control identification . . . large easy-grip knobs, in orderly sequence, spaced for comfort . . . extremely flexible in use . . . handles two studios, one announce booth, two turntables, up to eight remote input lines and two output lines—*an engineer's dream of operational simplicity!*

LOOK AT IT *Technically*

Either program amplifier output can be switched to either output line . . . you can "ride gain" on each program channel . . . the flip of a switch transfers the VU meter to either of these channels . . .

"Attention-getter" over-ride circuit, plus convenient program or talk-back cue, makes each remote line do double duty—program and order wire . . . interlocked connections are provided for G-E high-fidelity monitoring speakers or studio wall speakers.

LOOK AT IT *Economically*

Simple, low-cost installation . . . quick accessibility and maintenance . . . General Electric design permits you to conduct auditions during program time—(your Sales Department will like this) . . . also, you can supply the same or different programs to two output channels—local transmitters or networks.

Look Again—THEN ORDER

FREE BULLETIN— This colorful booklet, giving full details about the G-E Consolette, is yours on request. Write for it today. *General Electric Company, Room 102, Bldg. 3, Electronics Park, Syracuse, New York.*

You can put your confidence in—

GENERAL ELECTRIC

VIDEO IN CARS

States Seek Limitations

By JEREMIAH COURTNEY

SWEEPING the country in a remarkable if limiting tribute to television growth are a variety of bills, introduced within the last month either to prohibit or restrict the use of television receivers in motor vehicles.*

Mr. Courtney

Although this year's legislatures have been in session about a month, bills which would have this effect have already been introduced in 12 states—California, Connecticut, Indiana, Maryland, Massachusetts, Michigan, Missouri, Montana, Nebraska, New York, Ohio and Rhode Island. The tendency to date has been for the introduction of these bills to occur generally in states where television facilities are now in operation, 9 of the 12 states where such bills have been introduced falling into that category.

The bills are of two principal types with minor variations of language. One would prohibit absolutely the installation of television receivers in any motor vehicle; the second type would limit installations to those so placed that the driver cannot see them when operating the vehicle.

Typical of the first type are the Massachusetts and Rhode Island bills. The Massachusetts bill simply provides: "No motor vehicle in which a television set, so called, is installed shall be operated on any way within the commonwealth."

More elaborately, the Rhode Island bill provides:

"Sec. 16. No person shall operate or cause or permit to be operated any device commonly known and described as a television or video receiver within any motor vehicle upon any public highway.

"Sec. 17. No person shall install within any motor vehicle to be used upon any public highway any device commonly known and described as television or video receiver.

"Sec. 18. Every person who shall violate any of the provisions of section 16 or 17 of this chapter shall be punished by a fine of not more than $50.00 for each such offense."

The Michigan bill would prohibit television set installation without first securing permit to do so from Commissioner of State Police.

Typical of the bills which would operate only to restrict the manner of installation are the New York and California measures. New York Assembly Bill No. 122 provides:

"24. It shall be unlawful to operate upon any public highway in this state a motor vehicle which is equipped with or in which is located a television set so placed that the viewing screen therof is visible to the driver while operating such vehicle."

The California bill is similarly worded:

"No person shall drive any motor vehicle equipped with any television viewer, screen or other means of visually receiving a television broadcast which is located in the motor vehicle at any point forward of the back of the driver's seat, or which is visible to the driver while operating the motor vehicle."

The majority of the bills introduced are of the New York-California type, as is the proposed amendment to the Uniform Traffic Act on which the National Committee on Uniform Traffic Laws and Ordinances is now balloting. The proposed amendment submitted to this government-industry body would prohibit any television receiver "which is located in the motor vehicle at any point forward of the back of the driver's seat, or which is visible to the driver while operating the motor vehicle."

FORMERLY assistant general counsel of FCC for Safety and Special Services, and since July 1946 a member of Courtney, Krieger & Jorgensen, Washington radio law firm, Mr. Courtney herewith offers a study of proposed states' legislation against mobile use of TV receivers. The trend, Mr. Courtney says, is toward more and more state measures before the end of 1949, and cites examples to prove it. During wartime Mr. Courtney headed FCC investigation into use of telephone and telegraph facilities for gambling information. A previous article ("Should Radio Give Race Results?"), written by him, appeared in BROADCASTING, July 7, 1947.

The impact of the bills proposed for the absolute prohibition of motor vehicle television receivers upon set manufacturers and the announced plans of Transit Radio to consider such use is apparent. It would also appear that the absolute prohibition type bills are not necessary for highway safety purposes as the placement of the receivers beyond the driver's range of vision would accomplish that purpose. Moreover, no such bill has ever been enacted with respect to AM mobile receiver installations.

None of the bills so far introduced has yet been enacted, although the Indiana bill has passed the Senate. The majority of the 42 legislatures now in session will continue into March and April, when two additional state legislatures, those of Florida and Louisiana, convene. Opportunity for amendment of all the pending bills still exists although the rash of bills already introduced strongly suggests that before the 1949 legislative sessions close, most of the states will have under consideration a bill of some sort affecting mobile unit television receiver installation.

* California, House Bill No. 627; Connecticut, House Bills Nos. 22 and 87; Indiana, Senate Bill No. 3; Maryland, House Bill No. 95; Massachusetts, House Bill No. 1731; Michigan, House Bill No. 92; Missouri, Senate Bill No. 12; Montana, House Temporary No. 153; Nebraska, Bill No. 47; New York, House Bill No. 122; Ohio, House Bill No. 18; Rhode Island, House Bill No. 595.

DIVIDENDS CUT

CBS Gives TV as Reason

CBS has reduced its quarterly dividend on Class A and Class B stock from 50 cents to 35 cents a share to conserve cash reserves "for capital requirements in the development of television network and television station operations."

This was made known last Wednesday after a meeting of the CBS board declared a 35 cents cash dividend payable March 4 to stockholders of record on Feb. 18.

At the same time, CBS net income for 1948, subject to final audit, was given out as $5,051,700, compared with $5,920,100 in 1947.

This net income represented earnings on 1,717,352 shares of $2.94 for 1948 as against $3.45 in 1947.

The income details were announced by the board of stockholders as the "preliminary" consolidated results of Columbia Broadcasting System Inc., and its domestic subsidiaries for the year ended Jan. 1, 1949. Actual annual financial report will be issued on or before April 1, it was said. The figures:

	1948* (52 weeks)	1947 (53 weeks)
Income before federal income taxes	$8,141,700	$9,520,100
Provision for federal income taxes	3,100,000	3,600,000
Net income for period	5,041,700	5,920,100
Earnings per share (calculated upon the 1,717,352 shares of $2.50 par value stock outstanding as of Jan. 1, 1949	$2.94	$3.45

* Subject to Final Audit.

WINX RULING

AVCO on AM Sale But Not FM

FCC RULED last week that the AVCO Rule and its 60-day advertising requirements must apply to the $130,000 acquisition of WINX Washington by William A. Banks but not to the $160,000 purchase of WINX-FM by WTOP Inc.

The *Washington Post* is selling WINX to Mr. Banks and has acquired control of WTOP Washington from CBS through the purchase of 55% interest in WTOP Inc., in which CBS retains 45% non-voting stock. Since the *Post* controls WTOP Inc., FCC ruled that the WINX-FM transfer involves no change in majority ownership and need not come under the AVCO public-bidding rule.

Takes No Action

In the absence of a majority of the Commissioners, FCC took no action on the request that the *Post* be allowed to assume control of WTOP and that CBS be permitted to take over KQW San Francisco without prior approval of the WINX sale.

★

Relinquishment of control of WINX by the *Post* and of WTOP by CBS had been specified as conditions in FCC's approval of the WTOP and KQW transfers some three months ago [BROADCASTING, Oct. 25, 1948]. The KQW purchase involved $425,000 acquisition of 55% interest from Ralph R., Mott Q., and Dorothy M. Brunton. The network already owned 45%.

The WINX sale to Mr. Banks, owner of WHAT-AM-FM Philadelphia, involves $130,000 as compared with $500,000 paid by the *Post* in its purchase of the station in 1944. WINX is on 1340 kc with 250 w; WTOP is on 1500 kc with 50 kw, and KWQ is on 740 kc (CP for 560 kc) with 5 kw.

NEW WBIG MGR.

Hutchison Named to Post

PROMOTION of Gilbert M. Hutchison, commercial manager, to general manager of WBIG Greensboro was announced last Thursday by Ralph C. Price, president and chairman of North Carolina Broadcasting Co. Mr. Price is also president of Jefferson Standard Life Ins. Co., two-thirds owner of the station.

Mr. Hutchison, a veteran of 11 years with WBIG, succeeds the late Maj. Edney Ridge in direction of the station. Major Ridge, who died Jan. 13 [BROADCASTING, Jan. 17], was president, treasurer and general manager of WBIG. His widow, Lorraine P. Ridge, was elected to the board of directors. Third director is J. M. Bryan, executive vice president of Jefferson Standard.

Miss Aileen Gilmore, secretary of the corporation and secretary to Major Ridge, was elected secretary-treasurer. She will continue her executive secretarial duties.

Mr. Hutchison started his radio career at WKRC Cincinnati in a sales capacity. He became commercial manager of WBIG in 1942.

DENVER TV BY '51

Forecast by KFEL's O'Fallon

"VIDEO cameras won't see much action in Denver before 1951," Gene O'Fallon, general manager of KFEL Denver, predicted last week.

Mr. O'Fallon outlined actions of the FCC in "freezing" TV station applications. Predicting that it will be two more years before channels are allocated and stations take the air, Mr. O'Fallon added that KFEL will continue its experimental video field tests through the summer. KFEL, operating under experimental license W-O-XEL, is "attempting to determine the eventual feasibility of TV operation in the proposed new 500 mc band," Mr. O'Fallon explained.

TELEVISION was surveyed in detail at the CBS Television Clinic Jan. 25-26 at the Waldorf-Astoria, New York. Photographer found these groups discussing video informally (l to r): Left photo—Carlos Franco, director of station relations for Young & Rubicam, and John Karol, CBS sales manager; center photo—William Whitmore, advertising manager, American Telephone & Telegraph's Bell System; T. T. Cook, vice president in charge of radio and television, AT&T; Ralph McKinnie, CBS-TV account executive, and William B. Lodge, CBS vice president and director of general engineering; right photo—George L. Moskovics, CBS-TV manager of sales development, and Charles Durbin, assistant advertising manager, U. S. Rubber Co.

CORRESPONDENTS

Carter Heads Radio Dinner

RADIO Correspondents' Assn. was scheduled to hold its annual dinner last Staurday (Feb. 5) at Washington's Statler Hotel in honor of President Truman. In addition to association members, government and congressional officials were expected to attend. Tickets were $10 per plate.

The entertainment lineup was headed by Jack Carter, currently substituting for Milton Berle on the latter's *Texaco Star Theatre* television program. Other talent included: Borah Minnevitch and his Harmonica Rascals; Nadine Conners and Janet Blair, singers; Marge and Gower Champion, dance team; Sid Caeser, and Allen Roth's orchestra.

Program was produced by Arthur Knorr, production consultant to the Texaco show and stage manager of the Roxy Theatre. The talent has appeared on Mr. Berle's program from time to time. Phillips Carlin, MBS vice president in charge of programs, handled arrangements.

Among the celebrities who attended the dinner were: H. V. Akerberg, CBS; E. M. Antrim, WGN Chicago; H. Leslie Atlass, CBS, Chicago; Charles C. Barry, ABC; Kenneth H. Berkeley, WMAL Washington; J. E. Campeau, CKLW, Windsor, Ont.; Phillips Carlin, MBS; H. K. Carpenter, WHK Cleveland, Ohio; Arthur B. Church, KMBC Kansas City; T. Wells Church, CBS; Lowrey Crites, General Mills; Donald Dwight Davis, WHB Kansas City; David E. Driscoll, WOR New York; Orrin E. Dunlap Jr., RCA; Robert E. Dunville, WLW Cincinnati; Willard D. Egolf, WBCC Bethesda, Md.

Sydney Eiges, NBC, New York; Victor Emmanuel, Avco Corp.; John E. Fetzer, WKZO Kalamazoo, Mich.; Robert E. Freer, Washington, D. C.; Earl H. Gammons, CBS, Washington; Philip L. Graham, *Washington Post*; Oliver Gramling, Associated Press Radio; Larry Haeg, WCCO Minneapolis; Frieda B. Hennock, FCC; Robert W. Hinckley, ABC; Phil Hoffman, WOL Washington; C. E. Hooper, Hooper Inc., New York; Hugh James, NBC; Sen. Edwin C. Johnson (D-Col.).

Sen. Lyndon B. Johnson (D-Tex.); Dr. C. B. Jolliffe, RCA; Merle Jones, WCCO Minneapolis; Robert F. Jones, FCC; Joseph Katz, Joseph Katz Co.; Edward M. Kirby, NBC; Thomas Knode, NBC; Edgar Kobak, MBS; Horace Lohnes, Dow, Lohnes & Albertson, Washington; Lawrence Lowman, CBS, New York; John MacDonald, NBC; Ian Ross MacFarlane and Louise Ann MacFarlane, WCBM Baltimore; William R. McAndrew, NBC, Washington; Clair R. McCollough, WGAL Lancaster, Pa.; Thomas McCray, NBC.

Ernest W. McFarland (D-Ariz.); B. M. McKelway, *Washington Evening Star*; Gustav Margraf, NBC, New York; John F. Meagher, KYSM Mankato, Minn.; Howard Meighan, CBS; Sig Michelson, WCCO Minneapolis; Justin Miller, NAB; Paul Miller, Gannett Stations, Rochester; Adrian Murphy, CBS; Edward R. Murrow, CBS; Phil Newsom, United Press Radio; Newbold Noyes Jr., *Washington Evening Star*; Morris Novik, WFDR New York; Eldon Park, WINS New York; Harry M. Plotkin, FCC; J. R. Poppele, WOR New York; T. S. Repplier, Advertising Council.

William Robinson, WLW Cincinnati; Elsworth Rogers, CFRB Toronto, Ont.; Frank M. Russell, NBC, Washington; A. A. Schechter, MBS, New York; Frank P. Schreiber, WGN Chicago; Harry Sedgewick, CFRB Toronto, Ont.; Victor A. Sholis, WHAS Louisville; James D. Shouse, WLW Cincinnati; Carleton D. Smith, NBC, New York; Frank Stanton, CBS, New York; Ben Strouse, WWDC Washington; Eugene S. Thomas, WOIC-TV Washington.

Barbara Thompson, WLW Cincinnati, WINS New York; Linus Travers, Yankee Network, Boston; Paul A. Walker, FCC; Lewis Allen Weiss, MBS, Hollywood; Burton K. Wheeler, Washington, D. C.; A. D. Willard Jr., NAB; Gene Wilkey, WCCO Minneapolis.

THE BRANHAM COMPANY

representing

CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
SAN FRANCISCO
LOS ANGELES

RADIO

WMOB Mobile, Ala.
WLAY Muscle Shoals, Ala.
KTHS Hot Springs, Ark.
KFMB San Diego, Calif.
WGBA Columbus, Ga.
KWKH Shreveport, La.
WRBC Jackson, Miss.
WCPO Cincinnati, Ohio
KBYE Oklahoma City, Okla.
WDEF Chattanooga, Tenn.
WTJS Jackson, Tenn.
WNOX Knoxville, Tenn.
WMC Memphis, Tenn.
KRIC Beaumont, Texas
KWBU Corpus Christi, Texas
KAND Corsicana, Texas
KRLD Dallas, Texas
WCHS Charleston, W. Va.
WBLK Clarksburg, W. Va.
WSAZ Huntington, W. Va.
WPAR Parkersburg, W. Va.

TELEVISION

WEWS-TV Cleveland, Ohio
WMCT Memphis, Tenn.

SALE BIDS

KPAS and WRLD Ask FCC Approval

SALE of KPAS Banning, Calif., for $52,500 by Rep. John Phillips (R-Calif.) and his sons to William T. Smith, lumberman and station applicant, and David Robbins is reported in application tendered for filing last week at FCC.

Request also was filed by WRLD-AM-FM West Point, Ga. (Lanett, Ala.), for consent to sale for $67,000 by L. J. Duncan and associates to J. C. Henderson and J. L. Coley, owners of WRFS Alexander City, Ala.

Rep. Phillips, in a letter to the Commission associated with the transfer application, requested waiver of the AVCO rule (requiring 60-day waiting period for possible public bids) in order to expedite the transfer. He held station's economic "situation" has been known for months and has been listed for sale with an agent and advertised.

Rep. Phillips wrote that the AVCO waiver "would not only be a personal favor to me, but it would take away at once a natural concern regarding the station. It would also make it possible to pay at once the station's creditors, who have been very patient during the past year." KPAS, granted in April 1947, is assigned 250 w on 1490 kc.

The Congressman stated that because of his legislative duties he has not been able to devote any time to the station and the burden of management has fallen upon his youngest son, Carl. Another son, Robert W., also is partner in KPAS. Rep. Phillips said the station "suffered somewhat more than the usual difficulties during its first year, having gone on the air without operating capital . . ." He explained rising construction costs and other factors had required all of the funds made available to his sons for KPAS.

The Congressman said that after giving additional funds to the operation he finally ordered that it be sold. Regarding waiver of AVCO, Rep. Phillips stated that "The situation of the station has been known for months, and other stations have tried to help by suggestions and advice." He continued, "The station was also listed for sale with an agent and it has been advertised. Consequently, anyone interested would already have made himself known."

Rep. Phillips and his sons are doing business as Pass Broadcasting Co. and would assign the KPAS license to a new partnership of the same name and composed of Messrs. Smith and Robbins as equal owners. Mr. Smith is owner of Pacific Mill and Lumber Co., Los Angeles, and has been AM applicant at Bakersfield and Palm Springs, Calif. Both requests were dropped last week. Mr. Robbins is owner of United Mfg. Corp. of California, Vernon, Calif., wood products firm.

In the WRLD case, L. J. Duncan, Leila A. Duncan and Josephine Rawls doing business as Valley Broadcasting Co. would assign the AM license and FM construction permit to a new corporation of the same name. New firm is composed of: Mr. Henderson, editor-publisher and 90% owner of Alexander City *Outlook* and secretary-treasurer and 40% owner of WRFS, president and owner of 434 shares; Mr. Coley, general manager and 51% owner of WRFS, vice president 168 shares; W. G. Jones, manager and 49% owner of Lanett, Ala., *Valley Tribune* and 49% owner of the Opelika, Ala., *Eagle*, secretary-treasurer 28 shares; Mr. Duncan, 70 shares. Mr. Henderson is 51% owner of the *Eagle* and *Tribune*. He also is publisher and 51% owner of the Dadeville, Ala., *Record*. WRLD is assigned 250 w on 1490 kc.

KOBAK'S SON

Is Named Manager of WTWA

EDGAR H. KOBAK, son of MBS President Edgar Kobak, has been appointed manager of WTWA Thomson, Ga., effective Feb. 9. Young Mr. Kobak was formerly associated with WNJR Newark, and started his radio career as an NBC page. He was educated at the Hill Schools and at U. of North Carolina.

Mr. Kobak

WTWA, an MBS affiliate, is owned by Edgar Kobak and Walter Brown, president of Spartan Radiocasting Co., owner of WORD Spartanburg, S. C.

PRO BASEBALL

Games Signed by WIL, WJBK

ALL BASEBALL games of the St. Louis Cardinals will be broadcast for the next three seasons, 1949-50-51, by WIL (AM-FM) St. Louis, according to a joint announcement last week by Fred Saigh, Cardinal president; Raymond W. Peters, vice president of the sponsoring Griesedieck Bros. Brewing Co.; Oscar A. Zahner, vice president of Ruthrauff & Ryan, and L. A. Benson, president and general manager of WIL. Harry Caray and Gabby Street will handle the play-by-play and commentary, respectively.

Griesedieck's network for Cardinal games last year numbered 54 stations in 7 states and efforts are being made to increase the number this year. KSD-TV St. Louis will telecast 15 Cardinal games to be specified later.

WJBK Detroit and 27 other stations in Michigan, neighboring states and Canada will carry all Detroit Tigers baseball games during the 1949 season, Richard E. Jones, general manager of WJBK and Fort Industry Co.'s Detroit operations, has announced. Broadcasts will be sponsored by Goebel Brewing Co. Harry Heilmann, former Tiger outfielder and American League batting champion, will handle the play-by-play, assisted by Van Patrick, veteran Cleveland sportscaster.

NOVEL APPROACH to selling a prospective customer is KTUC Tucson's use of the "red carpet." The stunt never fails to get a laugh—and sales results—according to Lee Little (l), KTUC manager, who is shown rolling out the carpet for a prospect, W. R. Shearman, of Shearman Furniture Co., Tucson. Mr. Shearman bought a weekly half hour Sunday afternoons.

JOINS DON LEE

Tatum Is General Counsel

DONN TATUM, partner in the Los Angeles law firm of Lillick, Geary & McHose, has resigned to join Don Lee Broadcasting System as general counsel and assistant secretary of the corporation, according to Lewis Allen Weiss, president. In addition, he will serve as a member of the board of directors.

Mr Tatum

As a partner in the law firm, Mr. Tatum has been actively concerned with radio affairs, including work for such clients as RCA and ABC. He also has served as legal counsel for the California State Broadcasters Assn., Southern California Broadcasters Assn., Hollywood Advertising Club and the Academy of Television Arts & Sciences. He was one of the incorporators of the latter organization.

Mr. Tatum was graduated from Stanford U. in 1934 with magna cum laude honors. He attended Oxford Law School for two years and then Loyola U. (Los Angeles) Law School. He was admitted to the bar in 1938. Mr. Tatum is married and has five children.

WBT-IBEW

Talks End, Not Broadcast

DESPITE suspension of negotiations between WBT Charlotte, N. C., and International Brotherhood of Electrical Workers at 1:30 a.m. Tuesday, union engineers remained on the job last week, a situation described as unique in radio labor relations. The WBT-IBEW contract expired at midnight Monday.

Negotiations were closed at the request of Clifford Lee, union negotiator, according to WBT. Wages, hours and working conditions are not involved in the dispute.

Proposal to take the matters of trade jurisdiction and discharges to arbitration was made by Yates Heafner, Federal conciliator. The union agreed but WBT took the position that it did not desire to place management prerogatives in the hands of a person not associated with the radio business.

Points at Issue

First point at issue centers on the union's objection to a contract phrase giving technical supervisors right to work "whenever they consider that a proper discharge of their duties requires that they do such work," through the paragraph forbids displacement of technicians from regular work in such cases.

Second, the union objects to a sentence giving management right to discharge an employe if an arbitration board finds that an act or omission relied on by the company as grounds for discharge did occur. WBT points out that it has discharged only two technicians in 20 years, one for habitual drunkenness and the other for a similar cause. Three technicians have been with the station 20 years, most of the rest 10 years or more.

FM GRANTS

Issued to Seven Stations

NEW Class B FM construction permits were granted last week by FCC to replace expired permits of five FM stations. Two new CPs for noncommercial low power FM stations also were authorized.

Recipients of the replacement CPs, covering same previously assigned facilities, were the following stations: WRLD-FM West Point, Ga. (Lanett, Ala.), whose CP had expired Sept. 12, 1948; WGOV-FM Valdosta, Ga., Oct. 31, 1948; WFRS Grand Rapids, Mich., May 2, 1948; KOAK Clinton, Okla., Nov. 12, 1948, and KFDX-FM Wichita Falls, Tex., Nov. 12, 1948. WRLD-FM, WGOV-FM and WFRS have been on interim operation.

Board of Trustees, Free Public Library, Louisville, Ky., received CP for Channel 207 (89.3 mc) with power of 10 w. Estimated cost of construction is $9,170.

Duquesne U., Pittsburgh, received CP for Channel 207 with power of 10 w also. Estimated cost of construction is $12,550.

WGAR REPORT

Sales Up About 5%

ESTABLISHMENT of a television reserve fund, expected to require more than $1 million, was announced by President Frank Mullen of the Richards' stations at the annual stockholders' meeting of the WGAR (Cleveland) Broadcasting Co. [BROADCASTING, Jan. 31]. The fund will be taken out of surplus and the figure is based on estimated costs of investment and yearly operating costs, Mr. Mullen pointed out. A continuing study of video by various company officials has been authorized and Mr. Mullen stated the company would pursue its plan vigorously.

Mr. Mullen

Although sales figures for WGAR were not announced, it was revealed that the year's increase was about 5%, while in the final quarter the station showed sales approximately 14% above the corresponding quarter of 1947. Operating expenses were said to be at an all-time high which resulted in profits being just slightly lower than in 1947.

FIRST 15 PROGRAM HOOPERATINGS
Based on January 30, 1949, Report

Program	No. of Stations	Sponsor & Agency	Hooper	YEAR AGO Hooper	+or—	Pos.
Jack Benny*	167	American Tobacco (BBD&O)	28.9	27.6	+1.3	3
Radio Theatre	149	Lever Bros. (JWT)	28.6	22.9	+5.7	9
Fibber McGee & Molly	165	S. C. Johnson Co. (NL&B)	26.9	27.7	—0.8	2
Walter Winchell*	266	Kaiser-Frazer (Weintraub)	26.8	23.2	+3.6	7
Bob Hope	153	Lever Bros. (Y&R)	23.8	24.7	—0.9	6
Godfrey's Talent Scouts	150	Lipton Div.—Lever Bros. (Y&R)	22.1	20.9	+1.2	14
My Friend Irma	153	Pepsodent Div.—Lever Bros. (FC&B)	21.5	18.1	+3.4	18
Amos 'n' Andy	149	Lever Bros. (R&R)	20.1	23.0	—2.9	8
Stop the Music	180		20.0	—	—	—
Average of Sponsored Periods						
(8:00-8:15, 15.3)		Smith Bros. (SSC&B)				
(8:15-8:30, 20:5)		Eversharp (Biow)				
(8:30-8:45, 19.3)		Speidel (C&P)				
(8:45-9:00, 25.0)		P. Lorillard (L&M)				
People Are Funny	164	B & W Tobacco (Seeds)	19.1	13.1	+6.0	46
Big Town	133	Lever Bros. (SSC&B)	17.7	15.5	+2.2	31
Dennis Day	144	Colg.-Palm.-Peet (Bates)	17.7	15.9	+1.8	28
Mr. District Attorney	160	Bristol-Myers Co. (DC&S)	17.6	21.2	—3.6	13
Duffy's Tavern	160	Bristol-Myers Co. (Y&R)	17.3	19.1	—1.8	15
Crime Photographer	163	Toni Co., Div.—Gillette (FC&B)	16.8	15.4	+1.4	32

* Includes second broadcast

Johnson Upheld

THE HIGHEST court of the land Jan. 31 confirmed the disputed victory of Sen. Lyndon B. Johnson (D-Tex.) for the U. S. Senate seat over his opponent, former Texas governor Coke R. Stevenson. The Supreme Court refused to hear Mr. Stevenson's appeal from a lower court order which dismissed his complaint against the legality of Sen. Johnson's election, thus ending a drawn-out battle in the federal courts. Sen. Johnson, whose wife, Claudia, owns KTBC Austin, Tex., defeated Mr. Stevenson by 87 votes in the Democratic primary and later won the general election in November. He was administered the oath Jan. 3.

TV 'Soap Opera'

TELEVISION'S first "soap opera," *These Are My Children*, new Irna Phillips serial, premiered last Monday on the full NBC-TV network. Emanating from WNBQ Chicago, the program originally was scheduled as a local show, but early rehearsals prompted NBC to add the series to the television network's schedule, Monday through Friday, 5-5:15 p.m.

Telestatus

(Continued from page 38)

TRANSMITTER

Building	$83,987.69
Transmitter tower (560 feet)	59,908.93
Antenna system and feed lines on tower	20,428.52
Land and improvements	22,463.18
Total	$186,788.32

STUDIO

2 camera sets (field pickup equipment)	$26,825.00
Switching equipment	6,600.00
Studio synchronizing generator	3,400.00
Film camera	8,035.00
Film projector	6,950.00
Amplifier kits	5,183.83
5-Power supply	1,000.00
Oscillograph	5,550.00
Adapter and monitor	1,815.00
Master monitor	3,580.00
3-Power Supply	1,072.50
Monoscope camera	1,750.00
4 panels	1,326.00
Pedestal	2,200.00
Friction head	600.00
Miscellaneous equipment items (under $1,000.00 per item)	16,558.61
Studio lighting	7,125.07
Total	$99,621.01

SUMMARY OF CONSTRUCTION COSTS

TRANSMITTER	
Transmitter and transmitting equipment	$104,017.11
Mobile truck and equipment	58,008.95
Building	83,987.69
Transmitter tower	59,908.93
Antenna system and feed lines on tower	20,428.52
Land and improvements	22,463.18
	$348,814.38
STUDIO	
Broadcasting equipment	92,495.94
Lighting	7,125.07
	$99,621.01
Total	$448,435.39

Platter Chatter

Gets Merchandise Sold

☆ ★ ☆

AVAILABLE

☆ ★ ☆

KENNY SARGENT Show

11 a.m. to 11:15 CST Segment

WHHM	Sta B	Sta C	Sta D	Sta E	Sta F
4.7	3.9	3.9	3.7	0.9	0.8

Latest Memphis Hooper Continuing Measurement

Patt McDonald, manager

FORJOE & CO., representatives

•

Member Association of Independent Metropolitan Stations

WHHM

Independent—But not aloof

Memphis, Tennessee

Dollar Strategy

(Continued from page 25)

the station had sold a fashion dress account. Broadcasters and retailers responded enthusiastically to the new NAB effort.

This project is one of a series planned by Maurice B. Mitchell, NAB director of broadcast advertising. First pressure for expanded advertising activity at NAB headquarters developed in January at a meeting of the Sales Managers Executive Committee, of which Eugene S. Thomas, WOIC Washington, is chairman. The committee went so far as to urge that 50% of NAB's budget be devoted to broadcast advertising. Another idea being studied is separation of the department from the main NAB structure, similar to the million-dollar Bureau of Advertising of the American Newspaper Publishers Assn.

The board will review BMB developments, hearing reports from Hugh Terry, KLZ Denver, and G. Richard Shafto, WIS Columbia, S. C., who explained the NAB position at BMB's November board meeting. Dr. Kenneth H. Baker, NAB director of research who is now supervising the actual research activities of BMB, will report on progress of the second study.

Though many changes have been made in BMB's project, many directors are deeply concerned over its financial problems. Conduct of the ballot mailing will require large sums, more than BMB now has in the till. Hugh Feltis, BMB president, is touring the country on a membership drive. The board will hear a progress report on his recruiting campaign.

Another phase of sales will come up the second day of the board meeting when progress of the All-Radio Presentation film will be reviewed. Three persons will explain the presentation's status. Gordon Gray, WIP Philadelphia, chairman of the All-Radio Presentation Committee, will explain need for intensive industry sales promotion. Victor M. Ratner, CBS, will review the script. Lewis H. Avery, of Avery-Knodel Inc., will tell how the film will be shown in all parts of the nation and how it will graphically tell the radio story for the benefit of every broadcaster.

Gray Invitation

Final chance for the industry to scan the project will be provided at the April convention, when it may be in the shooting stage. A recruiting drive will get underway this week when Mr. Gray writes letters to stations inviting them to get behind the promotion.

Whereas the NAB Standards of Practice issue was a live one a year ago, little controversy is heard on an industrywide basis. NAB is about to appoint a broadcaster-advertiser-agency code committee whose job will be to aid stations in their code observance. Secretary of this committee is Richard W. Jencks of the NAB Legal Dept. The committee was authorized by the board last November.

A quirk in the code situation is the proposed amendment to the by-laws submitted last May at Los Angeles by Edward Breen, KVFD Fort Dodge, Iowa, long a code opponent. Mr. Breen submitted a petition for referendum vote on his amendment, which would remove the board's code-writing powers from the by-laws. Because it was not received 30 days prior to the Los Angeles board meeting it went over to November. At that time the board ordered appointment of a committee to write an explanation of the proposed Breen amendment, since it was submitted just before the board finally adopted the code.

Statement Under Study

The committee has studied a tentative statement to accompany the amendment ballot but it has not yet been approved.

Coming before the New Orleans board meeting will be a report of the board finance committee, with review of the association's budget; report on the status of the Inter-American Broadcasters Assn.; review of the International High-Frequency Broadcast Conference at Mexico City; plans for the fall district meetings; tentative plans for an NAB Program Clinic to be held in June, and copyright developments.

Upcoming

Feb. 24-25: Western Radio Conference, Marine Memorial Club, San Francisco.
Feb. 25: California State Broadcasters Assn. annual meeting, Palace Hotel, San Francisco.
Feb. 28: WHAS Transfer Hearing, FCC Hdqrs., Washington.
Feb. 28-March 1: NBC affiliates meeting, Chicago.
March 1: Wander Co. Hearing before FTC continued, Durham, N. C.
March 2-6: Exposition of Electrical Progress (TV studio), Municipal Auditorium, Kansas City, Mo.
March 3-5: Annual Radio Conference on Station Problems, U. of Oklahoma, Norman, Okla.
March 4: Fourth Annual Michigan Radio Conference, Michigan State College Campus, East Lansing.
March 7-9: Chicago Television Council national TV conference, Chicago.
March 7-10: IRE national convention, Hotel Commodore and Grand Central Palace, New York.
March 10-12: Assn. of Women Broadcasters Convention, Drake Hotel Chicago.
March 29-30: Fifth Annual City College of New York Radio-Television and Business conference, Hotel Roosevelt, New York.
April 1: U. S. National Commission for UNESCO, second national conference, radio sessions, Cleveland Auditorium, Cleveland, Ohio.
April 6-13: NAB Convention, Stevens Hotel, Chicago (April 6-9, Engineering sessions; 10, NAB unaffiliated stations conference; 11-13, Management sessions).
April 23: IRE Cincinnati Section technical conference, Engineering Societies Bldg., Cincinnati.
April 25-27: All-Canada Radio Facilities annual meeting production and sales managers of mutually operated stations, Hotel Saskatchewan, Regina.
May 5-8: Institute for Education by Radio, Ohio State U., Columbus, Ohio.
May 29-June 1: Advertising Federation of America 45th Annual Convention, Houston, Tex.

BENNY AT TOP

Heads 5-City 1948 Rating

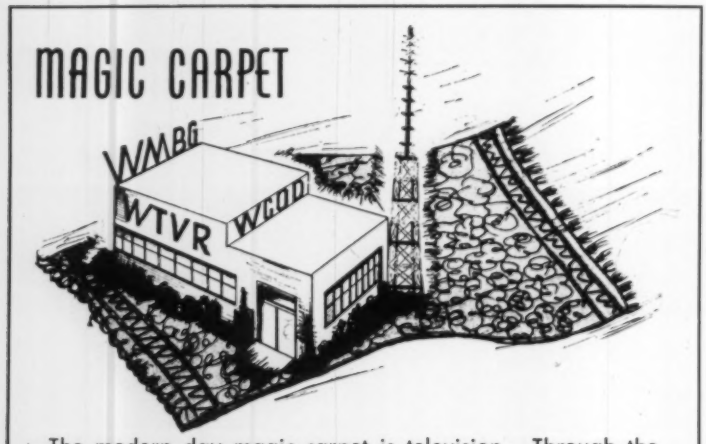
JACK BENNY and *Lux Radio Theatre* led the top-ten evening program listings for 1948, according to a report by The Pulse Inc., New York.

Ratings quoted, covering the five cities regularly surveyed (New York, Chicago, Boston, Philadelphia and Cincinnati), are yearly averages of the highest quarter-hour ratings achieved by the programs in each city for every survey period. Fred Allen was fourth on the list, while *Stop the Music* did not make top ten.

Evening	Yearly Average of Highest ¼-Hour Ratings
Jack Benny	25.9
Lux Radio Theatre	24.7
Charlie McCarthy	21.5
Fred Allen	20.5
Phil Harris-Alice Faye	20.5
Fibber McGee-Molly	20.2
Bob Hope	19.7
Amos 'n' Andy	19.2
Walter Winchell	18.1
Godfrey's Talent Scouts	16.7
5-a-Week Daytime	
Arthur Godfrey	8.8
Breakfast Club	7.8
Grand Slam	7.8
Big Sister	7.7
Helen Trent	7.7
Rosemary	7.7
Ma Perkins	7.6
Our Gal Sunday	7.5
Guiding Light	6.9
Wendy Warren	6.9
Aunt Jenny	6.9
Saturday-Sunday Daytime	
The Shadow	10.0
Quick as a Flash	7.7
Stars Over Hollywood	7.1
Theatre of Today	7.0
Let's Pretend	6.8
True Detective	6.6
Grand Central Station	6.5
Junior Miss	6.3
Counterspy	6.2
House of Mystery	5.8

KKIN Facilities

KKIN Visalia, Calif. will move its main studios and offices from 119 E. Acequia St. to the mezzanine of the Hotel Johnson about April 1. New location will give station twice as much floor space as it now occupies in Moose Bldg. Remote lines to principal points in Visalia will be maintained for "on the spot" news coverage. Additional facilities are being taken in view of potential move by KTKC (merging with KFRE) to Fresno, KKIN reported.



The modern day magic carpet is television. Through the air it glides, enchanting whole cities, captivating every member of the family.

In Richmond, Virginia, the magic carpet is WTVR, "The South's First Television Station."

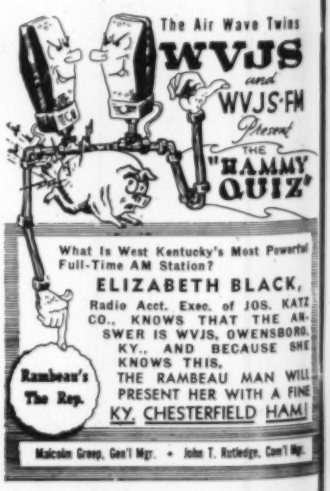
Via the NBC Television Network, WTVR brings the entertainment delights of distant regions to its viewers, just as its sisters, AM Station WMBG and FM Station WCOD, are delivering NBC favorites to Virginia listeners.

Small wonder that Havens & Martin Stations are a habit throughout their area.

WMBG AM
WTVR TV
WCOD FM

First Stations of Virginia

Havens & Martin, Inc., Richmond, Va.
John BLAIR & Co., National Representatives
Affiliates of NBC


The Air Wave Twins
WVJS
and
WVJS-FM
Present
THE
"HAMMY QUIZ"
What Is West Kentucky's Most Powerful Full-Time AM Station?
ELIZABETH BLACK,
Radio Acct. Exec. of JOS. KATZ CO., KNOWS THAT THE ANSWER IS WVJS, OWENSBORO, KY., AND BECAUSE SHE KNOWS THIS,
THE RAMBEAU MAN WILL PRESENT HER WITH A FINE
KY. CHESTERFIELD HAM!
Rambeau's The Rep.
Malcolm Group, Gen'l Mgr. • John T. Rutledge, Com'l Mgr.

CENSORSHIP

Pennsylvania Requires TV Film Clearance

CENSORSHIP of television films before they are carried by any Pennsylvania television station was ordered last week in a regulation adopted by the State Board of Censors of Motion Pictures.

The move, which authorities said was the first of its kind in television, seemed sure to draw a fight from the state's television operators.

Philadelphia television station owners called a meeting for Tuesday, inviting others interested in television in the state, after being notified that films may not be telecast unless they bear the Board of Censors' seal of approval.

Earlier, a committee of attorneys representing the state's four currently operating television stations and one television permittee met in Washington at request of the owners, studied the legal aspects and recommended that the stations resist the regulation by whatever means may be necessary.

This legal committee is composed of W. Theodore Pierson, counsel for WCAU-TV Philadelphia, who was named chairman; Thad H. Brown Jr. for WDTV (TV) Pittsburgh; Morton H. Wilner for WFIL-TV Philadelphia; Henry B. Weaver for WPTZ (TV) Philadelphia, and John H. Midlen for WGAL Lancaster, which has a TV permit.

Authorities said the Pennsylvania board's action was the first known entry of a censorhhip body into the television field, but that some other states, including Maryland, are understood to be considering a similar move. Only five or six states have censorship of motion pictures, but a number of cities do.

Text of the Pennsylvania regulations:

Projection of motion pictures by television.—All motion picture films, reels or views intended for projection or broadcast by television in Pennsylvania must first be submitted by the exchange, owner or lessee of the film, reel or view for censorship purposes and must not be projected by television in Pennsylvania unless first approved by the Board and a seal issued therefor upon payment of the proper fee, and said proper approval seal displayed upon every showing.

W2XMN FIGHT

FCC Lashes Back at Appeal

DETERMINED to be ready for a show-down in the long-running fight with FM Inventor Edwin H. Armstrong over its FM allocations, FCC last week filed one of the lengthiest case records it has submitted in recent years to the U. S. Court of Appeals for the District of Columbia.

The record totals 3,662 pages.

The case is Prof. Armstrong's appeal from the Commission decision requiring his W2XMN Alpine, N. J., to comply with the FCC order for low-band FM stations to vacate the 44-50 mc region and denying his appeal for continued operation in that band [BROADCASTING, Jan. 10]. Under a stay order won at the time of his appeal, Prof. Armstrong's experimental station is continuing operation on 44.1 mc.

The FM inventor's years-old complaint against the reallocation of FM from the low to the high band is expected to be drawn into the appeal, in view of the allegations included in his complaint.

In the record certified to the court, FCC included relevant allocations reports of the Commission dating back to 1945; the docket on the reallocation of TV Channel 1 (44-50 mc) from television to non-broadcast services; all license folders on W2XMN from 1936 to the present, and notices of proposed rule-making in the mobile hearings and related 44-50 mc proceedings.

Prof. Armstrong's appeal is slated for hearing before the court during the February term. Exact date has not been set.

JOHNSON NAMED

Trial Examiner Group Head

J. FRED JOHNSON Jr., FCC hearing examiner, has been elected president of the Federal Trial Examiners Conference, independent organization of hearing examiners at Federal agencies in Washington. The conference, formed when the Administrative Procedure Act was adopted, is patterned after the Federal Conference of Senior Circuit Judges and seeks improvements in administrative adjudication.

Mr. Johnson succeeds William Ringer, chief examiner of National Labor Relations Board. The Conference meets monthly. Its executive committee, is to meet today (Monday) at Mr. Johnson's office to appoint committees and outline its program.

In-School Viewing

EXPERIMENT in the use of telecasts in the classrooms of public schools was inaugurated by WBAL-TV Baltimore Jan. 28. Under the direction of Dr. David E. Weglein, public service counselor of WBAL and WBAL-TV, a quarter-hour "high school lesson in music," designed for in-school viewing, was telecast at 1:15 p.m. Dr. J. Allen Dash, musical director of WBAL, directed the lesson in cooperation with public high school authorities. This was the first of five in-school viewing programs to be started by WBAL-TV in the next few weeks. Some of the programs will go over the entire NBC TV network at a later date.

FCC Personnel, Pay

PERSONNEL of the FCC decreased by six during the last two months of 1948, according to a report of the Joint Committee on Reduction of Nonessential Federal Expenditures filed with Congress. In November 1948, the agency had 1,360 employees and in December 1,354. Monthly payroll increased by $22,000 between October and November of last year. The payrolls were reported as $481,000 for October and $503,000 in November.

POLICY CHANGE

In Canada Radio Intimated

NEW THINKING by the Canadian government on television and broadcasting was intimated by Prime Minister Louis St. Laurent on Jan. 31 in Parliament at Ottawa. He suggested a possible change in broadcasting control and possibility of immediately developing TV in Canada.

He stated that television necessarily had to be a monopolistic enterprise, because of the few frequencies available and the heavy installation and production costs. If private interests were allowed to use the frequencies and venture their capital, they would obtain vested interests. This, he pointed out, was not desirable.

The Royal Commission, to be appointed shortly, will study the problem, but meanwhile some action could be taken which would not prejudge the question, he said. It is believed this may refer to the proposals of the Canadian Broadcasting Corp. to work out a scheme whereby installation and production could be done on a co-operative basis with private interests.

The Royal Commission is also to study the question of broadcasting. Here the prime minister showed a possible change in government thinking, when he admitted it was an open question whether the CBC should continue both to broadcast on its own stations and regulate the activities of privately-owned stations.

WSLI
JACKSON
MISSISSIPPI
5000
WATTS
Day and Night
930 K. C.
Mississippi's
Most Powerful
American Broadcasting Co.
WEED & COMPANY
NATIONAL REPRESENTATIVES

KELO
MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA
LOWEST
Cost per Listener
FIRST
in
Audience Promotion
NBC 5000 WATTS
NATIONAL REPRESENTATIVE
JOHN E. PEARSON CO.

Capitol Cauldron

(Continued from page 26)

sion, it seems strange that a committee of Congress should find its dignity disturbed," Mr. Warner concluded.

Edward R. Murrow, CBS commentator, issued strong objections during his regular news broadcast Feb. 1.

He noted that "just as a reporter needs a pencil, so radio and film people need their equipment."

He added:

"That is one of the troubles with a microphone. It is both neutral and revealing; it has no built-in gadget which will eliminate split infinitives, dangling participles, or other grammatical gremlins. It is without political affiliation, bias or prejudice. When the actual voice of a witness or congressman is recorded, there is no argument about what is said. You just play the record back and there it is. I have yet to hear of the man who claimed that his own voice misquoted him.

"I would maintain that a public hearing is a public hearing . . . and that to deny use of microphones and cameras to reporters who normally use them is the equivalent of saying to newspaper reporters, 'You may attend the hearing but you may not bring either pencil or pen with you.'

". . . The machine breakers are at work again . . . this sort of reasoning, if followed to its ridiculous conclusion, would require that newspapers go back to setting all type by hand or perhaps that reporters should arrive in the committee room equipped with a slab of stone, a chisel and a mallet as the essential tools of their trade. Familiarity with the language of smoke signals might also be useful. . . .

"The issue is whether all three (print, sight and sound) shall be permitted to employ fully, without undue interference from the committee, or witnesses, the instruments with which they work. It seems to me that any action that arbitrarily limits the citizen's access to sight, sound and print, upon which opinion can be based, is, in the true sense of the phrase, Un-American."

Walter Compton, general manager of WTTG (TV), DuMont's Washington outlet, told BROADCASTING he thought the ban was "utterly ridiculous." Mr. Compton had made known his views on his nightly commentary on WTTG.

The Committee habitually professes that it wants to let the public know what is going on, yet would ban the very instruments which would make that possible, he declared. He said, in effect, that TV cameras would depict Committee activities as they actually took place, and that "the circus is theirs."

Commenting on a proposal that TV networks set aside time for regularly-scheduled Congressional telecasts, Mr. Compton said he doubted such a plan would materialize. He indicated that most sessions would not provide adequate TV fare, and those of a "special events" nature already commanded and received TV coverage. Mr. Compton said he advocated permission be granted to place TV cameras in the Senate Gallery, but that even during the war when he covered radio, microphones were allowed only in the cloakroom.

CBS filed a protest as follows:

The Columbia Broadcasting System wishes to put on the record a vigorous protest against exclusion of broadcasting, television, and recording equipment from public sessions of the House Committee on Un-American Activities. Sincerely recommend review and reversal of committee's decision. By its act the committee has banned large segments of American citizenry on whose behalf it functions from personal observation of public repeat public sessions thereby nullifying benefits to which Americans are entitled through medium of radio broadcasting.

NBC and ABC made no individual protests, but said Mr. Warner's letter represented their viewpoints.

On the other side of Capitol Hill, Sen. Johnson last Thursday told BROADCASTING that he does not contemplate immediate introduction of a bill to prohibit the FCC from issuing Stratovision licenses.

He warned that this did not represent a permanent position and that it may be necessary to introduce such a bill in the future. Such legislation would be difficult to write at the present time when full details are not available. He felt that Stratovision had not been sufficiently explored to provide a basis for legislation, but said the system "will bear close watching."

Stratovision Bill

Sen. Johnson, who has introduced a bill to break down the clear channels and limit broadcasting power to 50 kw, told an anti-clear channel group in Chicago a fortnight ago that he intended to introduce the anti-Stratocasting bill [BROADCASTING, Jan. 31].

He told the anti-clear faction Stratovision could be used for broadcasts "which would present a far more serious threat of domination by clear channel than exists today."

Sen. Johnson indicated that his committee had already considered the possibility of extending the broad study of communications launched in the 80th Congress into the present Congress. "I think we'll continue that," he said, adding that it was "in the thinking stage."

It was on the communications study of 1948 that Sens. Charles W. Tobey (R-N.H.) and Ernest W. McFarland (D-Ariz.) based their recent report endorsing the FCC's "Blue Book" and urging a breakdown of the clears and a power ceiling of 50 kw [BROADCASTING, Jan. 31].

The 1948 inquiry dealt primarily with both domestic and international matters, broadcasting and non-broadcasting, with emphasis on FCC's licensing and program review activities.

The new labor bill, on which Secretary of Labor Maurice Tobin testified Monday before the Senate Committee on Labor and Public Welfare, retains the ban on secondary boycotts but ominously omits the word "service" in that pertinent section. Thus, it appeared that radio would be divested of a necessary safeguard.

NAB indicated Friday it was mulling the implications of Secretary Tobin's bill, and expected to file appearance before Committee before adjournment of hearings.

Called the "National Labor Relations Act of 1949," the bill embodies the recommendations of President Truman in his "State of the Union" speech, and specifies some union activities as "unfair labor practices," Secretary Tobin told the Senate committee. These are limited to certain types of secondary boycotts and jurisdictional disputes, and failure to file 30 days' notice of proposed contract modification or termination.

Under the bill secondary boycotts or strikes are treated as unjustifiable if they seek to compel an employer to recognize a union

FILM BLASTS RADIO

Serials, Giveaways Criticized

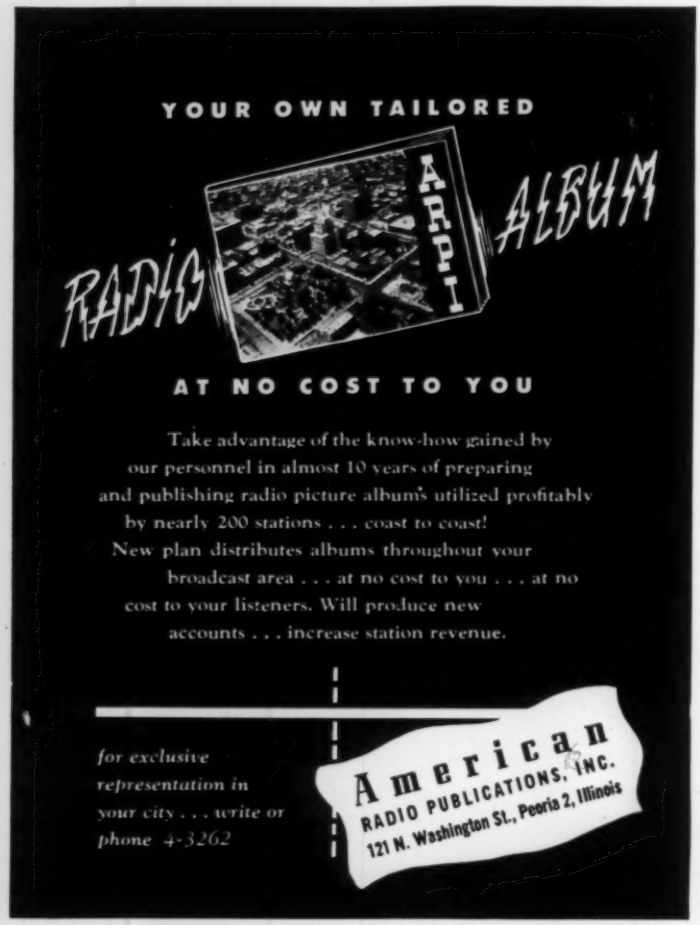
By JOHN OSBON

HOLLYWOOD, which often lampoons the press, politics and other American institutions, apparently has reserved one of its most satiric sallies for radio. The colony of "glass houses" has outdone itself with a film likely to put to shame "The Hucksters," "Mr. Smith Goes to Washington" and "The March of Time's" radio issue [BROADCASTING, Aug. 25, 1947].

Its latest "message," currently showing in New York, is titled "A Letter to Three Wives" and seemingly seeks to confirm the canard that radio fare is designed chiefly for 12-year-old mentalities. On the surface a harmless enough comedy, the movie devotes a 30-minute sequence to anti-radio tirades.

Celluloid words of woe are put into the mouth of an English instructor, a country club parasite who "hasn't got a dime" but who maintains a family chiefly off his wife's earnings derived from writing radio script. When the sponsors come to dinner, he cannot restrain himself. Weighing the qualities of education against the crass "commercialism" of radio, comic books, etc., he severely chastises daytime serials and other dramatics, and giveaways. Mention of movies is prudently omitted.

Ironically enough, Paul Douglas, a former network announcer, is a party to the farce—his first moving picture role. The film was produced at the studios of 20th Century-Fox, which had been in negotiation for acquisition of ABC's AM and TV network operations.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Take advantage of the know-how gained by our personnel in almost 10 years of preparing and publishing radio picture albums utilized profitably by nearly 200 stations . . . coast to coast! New plan distributes albums throughout your broadcast area . . . at no cost to you . . . at no cost to your listeners. Will produce new accounts . . . increase station revenue.
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in violation of the National Labor Relations Act, the Labor Secretary said. It makes it an unfair labor practice for a union "to cause or attempt to cause" employes to engage in a secondary boycott or a concerted work stoppage for the purpose of compelling an employer to bargain with one union if another is the certified representative, he asserted.

The proposed 1949 Act, draft of which has been submitted to the Senate Committee chairman, would (1) repeal the Taft-Hartley Act of 1947, (2) re-enact and amend the Wagner Act of 1935, (3) enable the National Labor Relations Board to deal with unjustifiable secondary boycotts and jurisdictional disputes, (4) re-establish the Conciliation Service in the Labor Dept., (5) provide means for settlement of disputes arising out of interpretation of existing contracts, and (6) provide means for meeting national emergencies in vital industries which affect the public interest.

The bill limits jurisdictional disputes to those between two or more labor organizations. NLRB has jurisdiction in cases where disputes have resulted in or threaten to result in strikes or secondary boycotts and where they affect commerce, Mr. Tobin pointed out.

Two other changes are contained in the 1949 National Labor Relations Act, Secretary Tobin stated. The bill makes it clear that employers subject to the Act may enter agreements providing for the closed shop or other forms of union security. This would make uniform rules on subjects of collective bargaining applicable to all employers and labor organizations in interstate industries, he pointed out, and no longer would they conflict with rules operative in different states.

Secretary Tobin told the Senate Committee that the Taft-Hartley Act has limited the scope of collective bargaining as against individual bargaining, and should be repealed for various other reasons.

WLAC Nashville manager, F. C. Sowell, receives tenth anniversary *Esso Reporter* plaque from J. T. Rhodes, Tennessee division manager, Esso Standard Oil Co., which sponsors the news broadcasts.

For one thing, he said, under the T-H Law the Labor Board is under "a mandatory duty to seek injunctions against unions in all cases involving secondary boycotts, including those for perfectly legitimate objectives." For another, the Act singled out the board as the "one administrative agency in our Government which should receive different treatment—an unwise and unnecessary division of functions," he maintained.

Secretary Tobin contended in his statement that the T-H Act "completely outlaws peaceful picketing in many situations" and that "employes . . . may be found guilty . . . of engaging in an unlawful secondary boycott."

He told the Senate Committee that the Federal Courts were overloaded with many issues properly within the framework of agreements made by the parties themselves. The T-H Act provides for damage suits for breaches of collective bargaining agreements and for violations of prohibitions in the Act against secondary boycotts and jurisdictional disputes.

Belief was expressed in some Capitol circles that the new labor bill is wholly inadequate. Sen. Wayne Morse (R-Ore.) said he felt it would "never pass the Senate in its present form," and must be amended.

Last Monday Almon E. Roth, president of the San Francisco Employers Council, told a House Education and Labor Committee that Congress should undertake to define "executive, administrative and professional" employes under provisions of the Wage-Hour Act, rather than expand the Administrator's scope of power.

Will Affect Radio

Testifying on the Fair Labor Standards Act in behalf of the U. S. Chamber of Commerce, of which he is a member, Mr. Roth urged fixture of a constant minimum wage at a minimum level by statute instead of "administrative determination" and uniformity for all industries.

(Continued on page 62)

IN LOS ANGELES

GET ON THE BEAM!

Direct to the 1,130,000 "SPECIALIZED GROUP" within the Los Angeles Market.

YIDDISH 250,000 · NEGRO 300,000 · GERMAN 100,000 · SPANISH 250,000 · ITALIAN 100,000 · SCANDINAVIAN 130,000

6 RESPONSIVE AUDIENCES IN ADDITION TO 3 MILLION ENGLISH SPEAKING LISTENERS

KOWL 5000 WATTS CLEAR CHANNEL

Owned and Operated by

ART CROGHAN & GENE AUTRY

$5.07 saved a contract ...and a man's business

Special switches were needed to complete an electrical instrument contract. Late delivery of finished items would kill chances of future orders and lay off men. Switches were 1100 miles away, but Air Express delivered the 15-lb. package at 3 A.M.—8 hours after pick-up. Cost, only $5.07. Air Express now used regularly. Keeps down inventory, improves customer service by early delivery.

Low as $5.07 was, remember Air Express rate *included* door-to-door service, receipt for shipment and more protection. It's the world's fastest shipping service that *every* business uses with profit.

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Rates include pick-up and delivery door to door in all principal towns and cities

AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND THE

SCHEDULED AIRLINES OF THE U. S.

Look at The Returns in Houston!

K-NUZ assures advertisers more dollars in returns, per dollar invested, than any other station in Houston. It's true — dollar per dollar, invested in time on K-NUZ, Houston's fastest growing radio station, bring phenomenal results. Constantly mounting Hooper ratings plus scores of satisfied advertisers testify to this fact — the latter by their repeat orders for K-NUZ spots and superior programs.

NATIONAL REP. FORJOE & CO.
Dave Morris, Gen. Mgr.

k-nuz

"Your Good News Station"
9th Floor Scanlan Bldg.
HOUSTON 2, TEXAS

Capitol Cauldron

(Continued from page 61)

The House Committee's study of various proposals looks toward revision of the Act, provisions of which would affect the overall broadcasting industry.

Richard P. Doherty, NAB director of employer-employe relations, has filed to appear Wednesday before the House Committee. He will submit industry's position on current wage-hour discussions, including overtime exemptions.

A "committee print," basis for the present House hearings, calls for extensive revisions in the Wage-Hour Act. Generally it would raise the minimum wage from 40c to 75c an hour and provide for a system of industry committees to attain the "objective of a universal minimum wage of $1 an hour."

With respect to clarification of terms, Mr. Roth pointed out that executive, administrative and professional personnel still lack definition by the Administrator, "even though he has been seeking to change qualifications for a year and a half now without any result forthcoming."

Mr. Roth asked that exemptions be provided for all outside employes whose hours of work are "not within the present control of the employer, but only the employes." Congress should stress the nature of the job, not salary requirements in laying down its own definitions, and give "mature consideration to remedial legislation," he asserted.

Connally Hits Radio

Sen. Connally lashed out at radio during hearings Feb. 1 on a bill to break filibusters.

Freedom of unlimited debate in the Senate is now more important than ever before, he said, to "offset and counteract" those who use radio to "besmirch" the names and purposes of its members. He identified these "sources of propaganda" as "outfits in congested areas of the nation who want to besmirch the names and purposes of those inimical to their purposes."

"On account of the growth of radio, television and all those things," Sen. Connally declared, "it is more important than ever that the public be informed by its representatives in Congress, through the forum of the Senate, the truth."

This did not mean, he told BROADCASTING later, that he concurred in the views of Rep. Thomas J. Lane (D-Mass.), who felt that the networks should inaugurate regular telecasts and broadcasts to show the people "how their representative government functions" [BROADCASTING, Jan. 31].

"I just prefer it like it (Congressional coverage) is," he said, identifying broadcasting and telecast coverage as "undignified and too mechanical."

During the filibuster hearings, Sen. Irving M. Ives (R-N.Y.) asked the Texas Senator if he were making indictment of radio in general.

"I'm only making an indictment of the crooked radio," Sen. Connally retorted.

Sen. Connally explained that during the hearings on the confirmation of Dean Acheson as Secretary of State, charges were broadcast and soon he had a "whole sheaf of telegrams from my state" urging the Senate not to confirm the nomination.

To Name Subcommittees

The appointment of four subcommittees to give preliminary study to measures referred to the House Interstate and Foreign Commerce Committee is expected during a meeting of the full group tentatively set for this week.

One of the subcommittees appointed is likely to be assigned communications studies. Rep. Robert Crosser (D-Ohio), chairman of the full committee, has reportedly been considering Rep. Alfred L. Bulwinkle (D-N.C.) as chairman of this subcommittee. However, Congressman Bulwinkle is presently recuperating at his home from an illness and his health could prevent his active participation in that post.

Although Rep. J. Percy Priest (D-Tenn.) has been prominently mentioned as an alternate appointee, intimates of the Southern legislator believe that he would prefer assignment as chairman of the public health subcommittee of another group. This would preclude his acceptance of the Commerce subcommittee assignment as Congressmen can accept the chairmanship of only one committee.

Other nominees for the post might be Reps. Lindley Beckworth (D-Tex.) or Oren Harris (D-Ark.). Rep. Priest, House Majority Whip, and Rep. Harris were both members of the House Select Committee to Investigate the FCC during the 80th Congress.

'Pepsi' Promotes Goetz

ALBERT J. GOETZ, who as assistant vice president has been in charge of the advertising department of Pepsi-Cola Co. for several years, has been elected a vice president, Walter S. Mack Jr., president of the company, announced last week.

Video Vending

TURNING ITS talents to poetry, George R. Nelson Inc., advertising, Schenectady, N. Y., is promoting its television activity with a poem sent to prospective advertisers. The first verse points out that:

"You will make a wise decision if you turn to television
With the product or the service that you sell
For it's smart and enterprising television advertising
That can do your selling job, and do it well!"

Mr. Nelson continues by telling that now is the time to get into video and that his agency is equipped to handle the job whether the budget is for a spot or full scale production. Television is now a fully accepted medium, Mr. Nelson says and: "For a plain-talk demonstration . . . for a clear, straight presentation . . . In Schenectady, call 4-4135."

NBC-AIR FORCE

TV Program Shows 4 Cities

NBC television viewers were to be taken on an air reconnaissance mission over four major cities yesterday (Feb. 6) at 1 p.m. (EST). Arranged by the U. S. Air Force in cooperation with NBC, the simulated mission was to be carried on the full inter-connected TV networks.

Two air force transport planes, a C-47 out of Washington to cover the Capital and New York, and a C-54 out of Chicago to telecast aerial views of that city and Cleveland, were to be used.

NBC commentators Ben Grauer and Ray Michael were announcers for the program. Production was in charge of Bill Garden, NBC television's director of field programs. Edwin C. Wilbur, television field supervisor, handled engineering arrangements.

WMPS
MEMPHIS

68 On Your Radio
10,000 W DAY TIME
5,000 W NIGHT TIME
Represented by
RADIO REPRESENTATIVES, INC.

AE PLAN REJECTED

SAG Spokesman Tells Why

ON GROUNDS that it is "against the best interests of all actors," Screen Actors Guild last week rejected an Actors Equity counter-proposal for the jurisdiction of talent in television calling for a partnership agreement between SAG, AE and AFRA.

Proposal was offered by Equity in place of a previous plan offered by television committees of five talent groups, SAG, AE, AFRA, AGMA and CE (Chorus Equity), seeking a partnership agreement between SAG and a merger of the other four groups.

According to a SAG spokesman, Guild will "continue to explore every possible approach to problems created for actors by advent of television." Toward that end, meetings with television film producers were scheduled for latter part of last week, with no details available.

WFLN (FM)

Planning March Opening

PHILADELPHIA'S first all-FM station, WFLN, The Franklin Broadcasting Co., is expected to start operation in early March. The station is assigned Channel 239 (95.7 mc) with effective radiated power of 20 kw. The studios and transmitter will be located in the northwestern Roxborough section of Philadelphia at 8200 Ridge Ave.

The station is owned by five Philadephia civic leaders: Lawrence M. C. Smith, attorney as president; Dorothy Schoell Montgomery, head of Philadelphia Housing Authority, secretary; Abraham L. Freedman, attorney and on Temple U. faculty, treasurer and counsel; Joseph S. Clark Jr., attorney and head of Americans for Democratic Action, assistant treasurer, and Walter M. Phillipps, member of City Planning Commission and electrical manufacturer, member of the board of directors. The other four owners also serve on the board.

Programming will be along the lines of WQXR New York, featuring good music, news and commentary. Bob Rogers, general manager of WQQW Washington is serving as a consultant to the station. Temporary offices are Room 512, Real Estate Trust Bldg., Mr. Smith's office.

MOVIES IN TV

Non-Picture Applicants May Get FCC Favor

FCC MAY SOON arrive at a policy of generally favoring non-motion picture applicants, particularly in television, over those with movie affiliations just as in competitive proceedings in AM it generally prefers non-newspaper applicants.

This prospect was foreseen last week after FCC Chairman Wayne Coy, addressing the directors of the Theatre Owners of America in a meeting in Washington Jan. 29, indicated that movie companies may find it harder to get TV licenses because films are "a medium of communication."

The need for "diversification of ownership of the media of mass communication" is a ground frequently cited by the Commission in deciding competitive cases involving newspaper and non-newspaper applicants. It has not yet been applied in television; nor has it been invoked against motion picture applicants.

Meanwhile, question of the major motion picture producers' qualifications to own radio stations at all is under FCC study in view of the Supreme Court's decision finding them guilty of anti-trust law violations [BROADCASTING, Jan. 31].

Action Unlikely

In addition to the TV applications of various other producers, which are caught in the general video freeze, it seems unlikely that FCC will act finally on the pending $1,045,000 acquisition of Mrs. Dorothy Thackrey's West Coast properties by Warner Bros. until the anti-trust issue is settled. The Thackrey stations are KYA San Francisco and KLAC and KLAC-TV Los Angeles.

The TOA board session in the meantime recommended that exhibitors enter local television station ownership if practicable, and commended producers and distributors who "have declined to make available to television those films which were created for and paid for by the motion picture theatres. . . . We feel that the 'giving away' of the industry product on television is economically indefensible.". . .

EICOR INC.

Introduces Tape Recorder

MASS PRODUCTION of a new tape recorder selling for approximately "$100 less than any available on the market" was announced in Chicago last week as officials of Eicor Inc. introduced the device to the public at the Lake Shore Athletic Club. Firm developed the magnetic recorder over a two-year period, according to Joseph Nader, founder and chairman of the board. A Rockford Ill., sales test netted $10,000 worth of sales in two weeks, Raymond Perry, president, reported.

Recorder, Eicor's first consumer product, is manufactured at Oglesby, Ill. The portable unit weighs 27 pounds and retails for $124.95. Equipment includes a built-in, high fidelity five-tube AC speaker amplifier, crystal microphone with eight feet of cord and plug, and loud speaker cord with attachment plug for a radio speaker. Motorola-Chicago, factory branch, is the Chicago area distributor. Campbell-Mithun is the agency.

AD COUNCIL KITS

To Go to Independents

THE ADVERTISING Council will make available to some 400 independent stations monthly packets of materials on major public service campaigns. The packets will contain a schedule of suggested public service projects of top priority for each of the four weeks in the month, a radio fact sheet on each project and, every other month, a radio bulletin listing approved campaigns.

The Council is working under a plan proposed by the independent stations committee of the NAB. Under the plan of cooperation between the council and committee, the council will undertake to service queries by stations and to prepare special program materials for exclusive use of independent stations on public service campaigns.

Y & R Video Ad

YOUNG & RUBICAM'S activities in the field of television provided the basis for a full-page ad run last week in several of the country's leading newspapers and trade journals. Headed "The Newest Medium" the ad shows a television camera and operator and states simply: "Of the ten top-rating television shows . . . five are produced by Young & Rubicam (Hooper press release, Jan. 25)."

MEMO to ED WHITLEY, McCann-Erickson:

WCKY's Makebelieve Ballroom Saturday morning, 10-12 Noon, has ratings as high as 6.8*. Reach a family audience Saturday morning on WCKY!

(—Pulse, Nov.-Dec. 1948)*

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

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1949 YEARBOOK FEATURES

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FIRM _____
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CITY _____ 52 WEEKLY ISSUES AND 1949 YEARBOOK

YEARBOOK Special

THE 'ICE' OF TEXAS

Stations Are Forced Off Air

ICE on power lines played havoc the last week in January with radio operations in north and west Texas.

Following lesser interruptions, virtually complete disruption of scheduled broadcasting in Dallas and Fort Worth ensued on Thursday, Jan. 27, after a severe two-day freezing rain.

That day, only one of Dallas' seven AM stations, 1 kw daytime KIXL, was able to maintain unbroken schedules. Nearly all the morning and afternoon, it was the only Dallas station to which listeners could tune.

FCC granted KIXL authority to continue on the air past its sundown sign-off but the emergency ended before then.

At Forth Worth, KFJZ (Mutual) held the field virtually alone much of the day, operating with use of auxiliary equipment.

Both power failures at the transmitters and destruction of circuits between downtown studios and the transmitters plagued the broadcasters.

Finding itself suddenly Dallas' sole broadcaster, "with 100% Hooper," as one KIXL staff official cracked, the station filled the air with public service announcements and messages. Likewise, KFJZ performed in the public interest.

At Bonham, 70 miles northeast of Dallas, radio was the city's only outside communication as telephone and telegraph wires were down. KFYN Bonham, on an emergency permit, relayed public messages and news copy to outside points.

At McKinney, Tex., KMAE handled emergency messages, but when its AP leased wire fell under ice, the news report was sent to the station by a Dallas shortwave operator.

KRLD, with studios in the Hotel Adolphus in Dallas, shortwaved its programs to the transmitter at Garland when phone service broke down over the 15-mile distance. CBS outlet for both Dallas and Fort Worth, KRLD was off the air from sign-on time at 5:30 a.m. Jan. 27 to 3:32 p.m. That came on the heels of a 1½ hr. interruption two days before, and the collapse of both transmitter towers about a month earlier.

Transmitters serving WFAA Dallas and WBAP Fort Worth on 820 (NBC) and 570 (ABC) frequencies, respectively, went dead as wires crashed around them.

Getting WBAP-820 back on the air required ingenuity. While lines between the Fort Worth studios in the Medical Arts Bldg. were out to the Arlington transmitter, there was service over the more distant connection to Dallas. Accordingly, WBAP-820 routed its programs from its studios to WFAA-FM transmitter, in downtown Dallas, and back by FM to its Arlington transmitter for pickup and rebroadcast. 820 was off the air from sign-on time to about 5 p.m. and 570 from about 10 a.m. to 5:30 p.m.

WBAP-TV stayed right on, but numerous viewers were affected by the general power failure.

Thanks to quick location of a generating unit and putting the 2000-pound apparatus into service, KLIF—which had no power either at its Cliff Towers studio or its suburban Scyene road transmitter—was one of the first Dallas stations back on the air, resuming about 2:30 p.m.

Chief Engineer Glenn Callison handled the power problem, while Judy Edwards, traffic manager, and Art Nelson and Fred Edwards, announcers, assembled with the commercial log, an armful of records, a portable turntable and commercial copy at the transmitter.

But the rented generator set up a roar that made announcing impossible inside. So announcer Edwards moved to his parked car a short distance from the plant to handle the mike from the front seat, while the records were played from the transmitter building.

RETURNING from the Middle West and "Operation Snowbound," NBC newsmen are "covered" after landing by the network's TV film camera. They supplied NBC spot coverage of recent blizzard disaster which gripped Nebraska, Wyoming and other states. L to r: Arthur Barriault, Ludwig Geiscope and Morgan Beatty.

MID-AMERICA "Operation Snowbound" has its hazards as well as its hardships. Returning to base from mountainous area southwest of Denver after dark frequently involves flights between ranges too high for a C-47 to fly over. Mal Hansen (l), WOW Omaha farm director, and Navigator Capt. Charles Smith of the Tenth Air Force discuss flight map. Temperature was 20 below zero inside plane.

CHICAGO NARSR

To Hear Flanagan Feb. 10

T. F. FLANAGAN, managing director of the National Assn. of Radio Station Representatives, will be principal speaker at the organization meeting of the Chicago Council, NARSR, Feb. 10 in Chicago.

John Blair, chairman of the Chicago Council committee, said Mr. Flanagan will review activities of the group in the current FCC network-representative hearings at Washington and in the recent spot radio presentation. The luncheon meeting will be closed to non-members.

The Chicago Council committee includes Mr. Blair, president of John Blair and Co.; George Hollingbery, George Hollingbery Co.; Edward Voynow, Edward Petry and Co., and John Pearson, John Pearson Co.

Executive committee of the NARSR recently authorized formation of the Chicago section to keep association members in the area "more fully advised of association activities and to foster active participation in the plans and policies of NARSR," Mr. Blair reported.

HALLICRAFTERS Co., Chicago, has announced production of a remote control television receiver.

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STAMFORD, CONN.

"The Gateway to New England"

A B C Affiliate

Representative J. P. McKINNEY & SON

Commercial

ALBERT S. GOUSTIN, former Detroit sales manager of the *Ladies Home Journal*, joins New York staff of **BLAIR-TV,** TV station representative firm, as account executive. Mr. Goustin, associated with the *Journal* 10 years, worked during war as a Navy communications officer specializing in video. Blair-TV represents KTSL Los Angeles; WTVR Richmond; WDSU-TV New Orleans; and KDYL-TV Salt Lake City, according to **WILLIAM H. WELDON,** president.

PAUL E. GILMOR, formerly with WHBC Canton, Ohio, and more recently with WFAH - FM Alliance, Ohio, has rejoined WHBC as sales manager.

Mr. Gilmor

GEORGE M. GASTON has been appointed commercial manager and promotion director at WHYU Newport News, Va.

BOB BELL has been appointed sales manager of WCTC New Brunswick, N. J. He succeeds **EDWIN C. DERRYBERRY,** who has joined WBAY Coral Gables, Fla., as sales manager.

L. O. HUTCHINS, formerly commercial manager of WBBO and WBBO-FM Forrest City, N. C., has been appointed commercial manager of WFMY Greensboro, N. C.

Mr. Hutchins

WJZM Clarksville, Tenn., has appointed **RURAL RADIO Co.,** New York, as its national representative.

KENNETH CURTO, local sales manager of WPRO Providence, R. I., is the father of a girl, Sarah Jean.

EDWARD D. FITZGERALD, former assistant credit manager at New York's Hotel Governor Clinton, has joined staff of WHLI and WHLI-FM Hempstead, L. I., as account executive.

JAMES C. LYDDY, former program director at WEEK Easton, Pa., has been appointed account executive for WPTR Albany, N. Y.

CARROLL LAYMAN, assistant account executive for Grant Adv., Miami, is to join ABC Central Division sales staff.

WTIK Durham, N. C., has appointed **FORJOE & Co.,** New York, as its national representative. WTIK is affiliated with the Tobacco Network.

ED NICKEY, former timebuyer at Dancer - Fitzgerald - Sample, Chicago, joins WENR (ABC) Chicago's local and spot sales department. He replaces **BRUCE BRYANT,** who resigned to join the Edward Petry Co.

DOROTHY KIRBY, member of the WSB and WSB-TV Atlanta commercial staff, was the winner of the 17th annual Helen Lee Doherty women's amateur golf tournament held in Miami week of Jan. 24.

FRANK SCHMITT, former salesman at KGO San Francisco, has been appointed ABC network sales representative, same city.

FRED L. VANCE, commercial manager of WEEK Peoria since 1947, has been appointed account executive in charge of national business at KTSA San Antonio.

DOUG BURROWS has joined sales staff of CHEK Petersborough.

COOPER ELECTED

Head of Commercial Mgrs.

F. M. COOPER, sales manager of WDUZ Green Bay, Wis., was elected to a second term as president of the Wisconsin-Upper Michigan Commercial Managers Assn. at its semi-annual meeting Jan. 29-30 in Appleton, Wis.

New Association officers are Fred Sample, sales manager, WNAM Neenah-Menasha, and W. C. (Wally) Porsow, commercial manager, WHBY Appleton. WHBY served as host to the managerial group. The association also chose June 11 as the next meeting date and Milwaukee as the place.

Speakers included Arthur Benson, advertising manager of Gloudemann & Gage, Appleton department store, who spoke on "Looking at Radio from the Outside," and Bob Lloyd, sports director of WHBY, who outlined "The Commercial Possibilities of Sportscasting." Ben Laird, president and general manager of WDUZ, discussed "What Management Expects of its Sales Department."

Attending the meeting were:

Harrison Carter, Robert Hollenbeck, Morrie Wilson and Daun Allen, WDLB Marshfield, Wis.; W. C. Johnson and Russ Staffeld, WMIQ Iron Mt., Mich.; Larry Zurawski, WNAM Neenah, Wis.; Joe DeYoung, WTAQ Green Bay, Wis.; Harry Hyett and D. R. Macauley, WEAU Eau Clair, Wis.; Doug Ching and Milt Boehm, WHBY; R. A. Vandersteen and Mr. Cooper, WDUZ.

AFM AGREEMENT

On TV Extended to March 1

AMERICAN Federation of Musicians last Monday extended its temporary agreement on television until March 1. It was the second time the pact was continued without change. It first went into effect May 1 and was renewed at the end of October.

In view of pronouncements by James C. Petrillo, AFM president, that he desired to work out a permanent agreement on television, the rumor spread that Jan. 31 would have been the end of the temporary agreement. The AFM, however, was unable to settle all the problems relating to television in time to start talks with industry. Preoccupation with Presidential Inauguration ceremonies and with the details attending the termination of the record ban was said to have prevented AFM officials from going further into television.

As the Jan. 31 deadline approached and it became known that no talks were scheduled between AFM and industry, reports spread that a television music crisis was in the making. The new extension quashed the rumors. It is expected that AFM shortly will seek talks with industry on a permanent contract. It is known that conferences within the AFM have been held preparatory to such negotiations.

Under the temporary agreement, which the musicians claimed last March was promulgated to aid an "infant industry," rates were put into effect for TV which were less than existing AM rates.

Under the contract, local television musician rates were set at ⅔ of the applicable major local AM station rates both for staff and single engagements. Network TV rates were set at ¾ of the applicable AM network rate. However, men doing staff work on AM who are assigned to TV were to be paid their full AM rates. TV staff men may be assigned to AM but must be paid the AM rates for each day so assigned. If musicians play for duplicated AM and TV shows, the AM rate applies, plus $7.50 for each sponsored program and $3.75 for each sustaining program on TV. Auditions are to be paid for at the comparable AM audition rate. Musicians called in for costuming or makeup receive $3.00. Musicians are to furnish tuxedoes or business suits as required.

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THE CLEVELAND COCA-COLA BOTTLING COMPANY

CLEVELAND 11, OHIO

January 6, 1948

Coca-Cola

Mr. Frank H. Bi...
WJW Building
Radio Stati...
Cleveland

Dear ...

The Coca-Cola "Write a letter to Santa Claus" program on your station did what we think is a truly amazing job. In the four weeks on our air-activity WJW pulled more than 22,000 letters

COCA-COLA BOTTLING CO.

W. T. Wood, Mgr.

An excerpt from a letter to Cleveland's Chief Station

BILL O'NEIL, *President*

WJW

BASIC ABC Network — CLEVELAND — 850 KC 5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

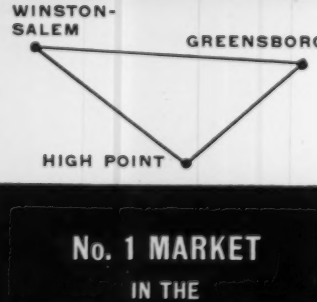
LOCAL PROGRAMS THAT Click!

- *Bow-Ties and Bow-Kays*
- *Music for the Mrs.*
- *Piedmont Farm Program*

Plus NBC'S PARADE OF STAR NETWORK SHOWS

ALL ON WSJS AM-FM

THE STATIONS WHICH SATURATE NORTH CAROLINA'S GOLDEN TRIANGLE



No. 1 MARKET IN THE SOUTH'S No. 1 STATE

WSJS
AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS

NBC AFFILIATE
Represented by
HEADLEY-REED COMPANY

January 28 Decisions . . .

DOCKET CASE ACTIONS

AM—1300 kc

Announce final decision (Comrs. Webster, Jones and Sterling not participating) granting application of Cleveland Bcstg. Inc. for new station in Cleveland 1300 kc 5 kw unl. DA and denying application of Scripps-Howard Radio Inc. requesting same facilities.

BY THE COMMISSION

License Renewal

WCOM Parkersburg, W. Va.—Granted renewal of license for regular period.

Following exp. TV stations were granted renewal of license for period ending Feb. 1, 1950: The A. S. Abell Co., W3XMD W3XMR W3XMS; American Bcstg. Co. Inc. W2XMA W2XWI W9XOK; Earle C. Anthony Inc., W6XYK W6XYL; Atlanta Journal Co., W4XGF; Bamberger Bcstg. Service Inc., W3XGE W3XGF W2XLN W2XOL; Bremer Bcstg. Corp., W2XAX W2XAY; Carter Publications Inc., W5XOS W5XPP; Columbia Bcstg. System Inc., K2XAB K2XDF W2XCS W2XNU W2XSA; Crosley Bcstg. Corp. W8XST W8XSZ; The Eve. News Assn., W8XLE; The Evening Star Bcstg. Co., W3XJB; Farnsworth Television and Radio Corp., W9XFT; Federal Telecommunication Labs. Inc., W2XTA; The Fort Industry Co., W8XND; General Electric Co., W2XGE W2XUP W2XUR W2XUS W2XUQ; Havens & Martin Inc., W4XW; Intermountain Bcstg. Corp., W6XIS W7XXG; The Journal Co. (The Milwaukee Journal), W9XIU W9XLI W9XMK; Kansas State College of Agriculture and Applied Science, WXBV; Memphis Pub. Co., W4XIF W4XJJ; Metropolitan Bcstg. and Television Co., W2XMT; Miami Valley Bcstg. Corp., W8XUU.

National Bcstg. Co. Inc., K9XAV W2XSE W2XWJ W3XJA W6XZL W8XKR; Eugene P. O'Fallon Inc., WXEL; Television Calif., W6XJD; Philco Bcstg. Corp., W3XE W3XMZ W3XPD W3XPE W3XPG W3XPH W3XPI W3XPK W3XQP W10XAD W10XAE W10XAF W10XP W10XPA W10XPB W10XPC W10XPR W10XQB W10XQC; The Pulitzer Pub. Co., W0XDW; Radio Corp. of America, W2XNZ W3XAD W3XEP; Radio Sales Corp., W7XNY; Radio Station WOW Inc., WXCQ, WXQS; Scripps-Howard Radio Inc., W8XMK W8XNY W8XNZ; Sherron Metallic Corp., W2XDK.

Triangle Publications Inc. (The Phila. Inquirer Division), W3XJT W3XJU W3XJV; WAVE Inc., W4XPZ; WBEN Inc., W2XLV; Westinghouse Radio Stations Inc., W1XJF; WGN Inc., W9XDV W9XGZ; WPIX Inc. W2XMB W2XPO; WXYZ Inc., W8XNI The Yankee Network Inc., W1XSW W1XUF; Zenith Radio Corp., W9XZC W9XZV.

Following commercial TV stations were granted renewal of licenses for period ending Feb. 1, 1950: WCBS-TV New York; WRGB Schenectady; WNBT New York, WNBW Washington, D. C., and WPTZ Philadelphia.

Licenses for following exp. TV stations were extended to June 1 for reasons set forth: W3XJC W3XJD Hearst Radio Inc., Baltimore, Md.—Pending decision by Commission in WBAL case; W8XJH Don Lee Bcstg. System, Area, Los Angeles— Pending decision by Commission in Don Lee case; W6XCO W6XLA W6XYZ Paramount Television Productions Inc., Area Los Angeles, Pasadena, Calif.—Pending further examination of violations of Sherman Anti-Trust Act by Paramount Pictures Inc., in terms of decision of Supreme Court (68 S. Ct. 915); W9XUI State U. of Iowa, Iowa City, Iowa—Renewal application not filed until Jan. 24, insufficient time to process application; W8XGZ Gus Zaharis, Nr. Charleston, W. Va.—Renewal application not filed until Jan. 17, insufficient time to process application; W2XJT Jamaica Radio Television Co., Jamaica, L. I., N. Y.—Trans. site indicated in renewal application did not correspond to authorization. Application returned for correction.

ACTIONS ON MOTIONS

(By Commissioner Jones)

Harrisonburg Bcstg. Co., Harrisonburg, Va.—Granted petition of Andrew W. Bennett, attorney of record for Harrisonburg Bcstg. Co., requesting withdrawal of his appearance as attorney in proceeding re Doc. 9108.

St. Mary's U. Bcstg. Corp., San Antonio, Tex.—Granted petition for leave to amend application to show substitution of Richard C. Kittel as 11% stockholder in applicant corporation in lieu of John Gordon Lloyd.

WSPD and WKJG Ft. Wayne, Ind.—Granted joint petition for continuance of hearing scheduled Jan. 31 to April 6 at Washington.

Riverside Bcstrs., Los Angeles—Granted petition to dismiss without prejudice its application (BP-6520; Docket 9111).

ACTIONS OF THE FCC

JANUARY 28 to FEBRUARY 3

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
STL-studio-transmitter link | **aur-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis-visual** | **unl.-unlimited hours**
SSA-special service authorization | **CG-conditional grant**

James H. Furns, Monroe, Mich.—Granted petition to dismiss without prejudice application.

Palmetto Bcstg. Co., Kingstree, S. C—Granted petition for leave to amend application to specify 1300 kc in lieu 1220 kc and application was removed from hearing docket.

KWKW Pasadena, Calif., Orange County Bcstg. Co. and Airtone Co., Santa Ana, Calif.—Commission on own motion continued indefinitely hearing scheduled Feb. 14 at Washington.

Fairfield County Bcstg. Co., Norwalk, Conn.—Granted petition to dismiss without prejudice application.

WDGY Minneapolis—Granted petition insofar as it requests indefinite continuance of hearing presently scheduled Feb. 8.

General Bcstg. Co., Atlanta, Ga.—Granted petition for leave to amend TV application to specify new trans. site, to show revised estimates of construction costs, etc.

Crescent Bay Bcstg. Co., Santa Monica, Calif.—Granted petition for leave to amend application to show 500 w in lieu of 1 kw.

WMPC Lapeer, Mich.—Granted petition to dismiss without prejudice application.

Anderson Bcstg. Co. Inc. and Charles H. Young, Anderson, S. C.—Granted petition of Anderson Bcstg. Co. Inc. to dismiss without prejudice application and removed from hearing docket application of Charles H. Young.

KRUS Ruston, La.—Granted petition to dismiss without prejudice application.

WMEX Boston—Granted petition for extension of time within which to file proposed findings and time was extended to Feb. 28.

KRGV Inc., Weslaco, Tex.—Granted petition for leave to amend application to add supplemental engineering statement relative to interference cond.

Phoenix Bcstg. Inc., Phoenix, Ariz.—Granted petition requesting Commission to accept late notification of intention to participate in oral argument on Jan. 28 in re Doc. 8156 8580 8567.

Voice of Valley Co., Van Nuys, Calif.—Commission on own motion dismissed without prejudice application because no appearance has been filed by applicant as required by Sec. 1.387 of rules.

Marion Bcstg. Co., Marion, Ill.—Granted petition for leave to amend application to specify 500 w in lieu 250 w; to show current information on financial matters, etc. and Commission on motion removed application from hearing docket.

Northeast Georgia Bcstg. Co., Gainesville, Ga.—Granted petition to accept late notification of intention to participate in oral argument scheduled Jan. 28.

Cadillac Bcstg. Co., Hamtramck, Mich.—Granted petition to dismiss without prejudice application.

WSNY Schenectady, N. Y.—Granted petition requesting additional time to file reply to petition file by George R. Nelson, Bradley Kincaid and Benjamin Dubb in re application and time was extended to Feb. 7.

Denver Bcstg. Co., Denver—Granted petition requesting dismissal without prejudice of application and petition filed by KCMO requesting dismissal of application is dismissed as moot.

Centinela Valley Bcstg. Co., Inglewood, Calif.—Granted petition requesting continuance of consolidated hearing presently scheduled Jan. 31 at San Diego and hearing was continued to March 9 at San Diego; March 10 at Oceanside, March 11 at Santa Minoca, March 14 at Anaheim, and March 15 at Inglewood.

January 28 Applications . . .

ACCEPTED FOR FILING

License for CP

KNEX McPherson, Kan.—License to cover CP new AM station.
KWRO Coquille, Ore.—Same.
WHVR Hanover, Pa.—Same.
KBKO Portland, Ore.—Same.
WHAP Hopewell, Va.—Same.
KSIJ Gladewater, Tex.—Same.
WBRC-FM Birmingham, Ala.—License to cover CP new FM station.

Modification of CP

KFAC-FM Los Angeles—Mod. CP new FM station for extension of completion date.
KQW-FM San Francisco—Same.
WSMB-FM New Orleans—Same.
WCFR Fall River, Mass.—Same.
WNAO-FM Raleigh, N. C.—Same.
KOAD Omaha, Neb.—Same.
WMOT Pittsburgh—Same.
WROV-FM Roanoke, Va.—Same.
KUOM-FM Minneapolis — Mod. CP new noncommercial educational FM station for extension of completion date.
KVNJ-FM Fargo, N. D.—Mod. CP new FM station to change ERP from 63 kw to 18.9 kw.
WDET-FM Detroit—Mod. CP new FM station to change ant. height above average terrain from 340 to 363 ft.
WDBO-FM Orlando, Fla.—Mod. CP new FM station to change ant. height above average terrain from 330 to 342 ft. ERP from 25 to 35 kw, studio site from 563 N. Orange Ave. to 30 S. Ivanhoe Blvd.
WRTB Waltham, Mass.—Mod. CP new commercial TV station to change studio site from Foundry Ave. to 190 Willow St., decrease aur. ERP from 30.7 to 29.8 kw AMENDED to change ERP from 50 kw vis. 29.8 kw aur. to 25 kw vis., 14.6 kw aur., change trans. site from 190 Willow St., Waltham, to Murray St., Medford, Mass.
WBNT Columbus, Ohio—Mod. CP new commercial TV station for extension of completion date.

We Like Meadville—

It's a great little community . . . chock-full of prosperous farm families that count on WMGW for good music . . . farm and market reports and up to the minute news. When you broadcast your advertising message over WMGW you are assured not only of a listening audience but a buying audience! WMGW spent advertising dollars always result in direct sales gains for you. For further information contact . . .

Vic Diehm c/o WMGW
or
Robt. Meeker Assoc.
521 Fifth Ave.
N. Y. C.

License Renewal

WTSV-FM Claremont, N. H.—License renewal FM station.

Assignment of License

WSYR-FM Syracuse, N. Y.—Assignment of license from New York Bcstg. Corp. to Radio Projects Inc.

Assignment of CP

KRGV-FM Weslaco, Tex.—Assignment of CP from KRGV Inc. to Taylor Radio and Television Corp.

Transfer of Control

KTSA-FM San Antonio, Tex.—Transfer of control of Sunshine Bcstg. Co., permittee, to Gene Autry.

Modification of CP

WLWF Cincinnati—Mod. CP new FM station for extension of completion date.

WDOD-FM Chattanooga, Tenn.—Same.

KOAG-FM Stillwater, Okla.—Mod. CP new noncommercial educational FM station for extension of completion date.

WDOM Providence, R. I.—Same.

AM—1320 kc

Lawrence Bcstg. Co., Lawrence, Kan.—CP new AM station 1320 kc 500 w D AMENDED to change name of applicant from L. C. Harrison tr/as Lawrence Bcstg. Co. to Loula Mae Harrison, executrix of estate of L. C. Harrison tr/as Lawrence Bcstg. Co.

AM—1260 kc

KROX Crookston, Minn.—CP change from 1050 kc 1 kw D to 1260 kc 1 kw-D 500 w-N unl. DA-N and mount FM ant. on AM tower AMENDED to request 1 kw-D 100 w-N non-DA.

WTNJ Trenton, N. J.—CP change from 1310 kc 500 w S-WCAM and S-WCAP to 1170 kc 1 kw D AMENDED to request 1260 kc 500 w D.

AM—1300 kc

Aiken-Augusta Bcstg. Co., Aiken, S. C.—CP new AM station 910 kc 1 kw D AMENDED to request 1300 kc.

License for CP

KVNJ Fargo, N. D.—License to cover CP new AM station.

Transfer of Control

WNBZ Saranac Lake, N. Y.—Involuntary transfer of control of Upstate Bcstg. Corp., licensee, from John F. Grimes, deceased, to Thomas Durkin and Eugene Fitzpatrick, executors of estate.

KVAI Amarillo, Tex.—Transfer of control of Plains Empire Bcstg. Co., licensee, from Lonnie J. Preston, Alice Howenstine and V. M. Preston to R. G. Hughes.

KTRN KTRN-FM Wichita Falls, Tex.—Involuntary transfer of control of Texoma Bcstg. Co., licensee, from M. Bernard Hanks, deceased, to Eva Mae Hanks, voting trustee.

Modification of CP

KRDO San Jose, Calif.—Mod. CP new FM station for extension of completion date.

WAGA-FM Atlanta—Same.
WOAK Chicago—Same.
KWOC-FM Poplar Bluff, Mo.—Same.
WISN-FM Milwaukee—Same.
WGBI-FM Scranton, Pa.—Same.
WHHM-FM Memphis, Tenn.—Same.
WNAM-FM Neenah, Wis.—Same.

TENDERED FOR FILING

AM—950 kc

KFSA Fort Smith, Ark.—CP change from 500 w-N 1 kw-D to 1 kw-N 5 kw-D, change from DA-N to DA-DN, install new trans.

AVCO Bids

WGL Fort Wayne, Ind.—Competitive bid to purchase facilities filed by Anthony Wayne Radio Co. Inc.

WROL-AM-FM Knoxville, Tenn.—Competitive bid to purchase facilities filed by George R. Dempster, John A. Johnson and Royce F. Ward d/b as Dempster-Johnson & Ward Bcstrs.

TENDERED FOR FILING

Assignment of License

WRLD Lanett, Ala.—Assignment of AM license and CP for FM station from L. J. Duncan, Leila A. Duncan and Josephine Rawls, d/b as Valley Bcstg. Co. to Valley Bcstg. Co. Inc.

January 31 Applications . . .

ACCEPTED FOR FILING

Assignment of License

WDIG Dothan, Ala.—Assignment of license from Jess M. Swicegood, J. P. Burnett, Lola C. Robinson, d/b as Houston Bcstrs. to Jess M. Swicegood and Lola C. Robinson d/b as Houston Bcstrs.

WINX Washington, D. C.—Assignment of license from WINX Bcstg. Co. to William A. Banks.

KDLK Del Rio, Tex.—Assignment of license from James A. Clements, Richard J. Higgins, Thomas O. Mathews and Joe H. Torbett d/b as Del Rio Bcstg. Co. to James A. Clements, Richard J. Higgins and Joe H. Torbett d/b as Del Rio Bcstg. Co.

Assignment of CP

KCOI Coaling, Calif.—Assignment of CP from D. O. Kinnie to Albert F. Blain, Richard K. Newman Jr. and Forrest W. Hughes d/b as KCOI Bcstg. Co.

Transfer of Control

KIWW San Antonio, Tex.—Relinquishment of control by Joe Olivares.

AVCO Bid

WGL Fort Wayne, Ind.—Application to purchase filed under AVCO by Anthony Wayne Radio Co. Inc.

Modification of CP

KSAL Salina, Kan.—Mod. CP increase power etc. for extension of completion date.

WBBB Burlington, N.C.—Same.

WOI-TV Ames, Iowa—Mod. CP new commercial TV station for extension of completion date.

WBAP-TV Fort Worth, Tex.—Same.

WNBK Cleveland—Mod. CP new commercial TV station to change ERP from 39.33 kw vis., 20.26 kw aur. to 17.79 kw vis., 9.22 kw aur.

CP to Reinstate

WCCP-FM Savannah, Ga.—CP to reinstate CP new FM station which expired Jan. 4. Change name from Carter C. Peterson to Carter C. Peterson d/b as Dixie Bcstg. Co.

February 1 Decisions . . .

BY THE SECRETARY

Southern Radio & Television Equipment Co., Miami, Fla.—Granted license and CPs for new TV relays W4XOW W4XOS.

WTUX Wilmington, Del.—Granted mod. CP for extension of completion date to 5-1-49.

WBIX-FM Rome Radio Bcstg. Co., Rome, Ga.—Deleted CP for FM station.

Following were granted extension of completion dates as shown: WLAA Columbus, Ga., 8-1-48; WPRA Mayaguez, P. R., to 3-19-49; KNAK Salt Lake City, to 4-10-49; WCHV Charlottesville, Va., to 4-1-49; KCKN-FM Kansas City, Kan., to 8-22-49; WNEX-FM Macon, Ga., to 4-18-49; KSBR San Bruno, Calif., to 8-16-49; KFI-FM Los Angeles, to 4-16-50; KCFM Kansas City, Mo., to 7-1-49; WBAP-FM Fort Worth, Tex., to 5-15-49; KGLO-FM Mason City, Ia., to 5-16-49; KBIX-FM Muskogee, Okla., to 5-15-49; KFEQ-FM St. Joseph, Mo., to 8-25-49; WHDL-FM Olean, N. Y., to 4-15-49; WJBY-FM Gadsden, Ala., to 8-15-49.

KLER Rochester, Minn.—Granted license for new standard station 970 kc 1 kw unl. DA-2.

KITO San Bernardino, Calif.—Granted license increase power, etc.

WLVA Lynchburg, Va.—Granted license change frequency, increase power, etc.

KFBK Sacramento, Calif.—Granted license increase power, etc.

KFDM Beaumont, Tex.—Same.

KTKR Taft, Calif.—Granted license new standard station 1310 kc 500 w D.

WHEC Rochester, N. Y.—Granted license increase N power of aux., change aux. location to present site of main trans. employing DA-N.

WGBS Miami, Fla.—Granted license increase power etc.

WBKA Brockton, Mass.—Granted license new standard station 1450 kc 250 w unl.

WTOC Savannah, Ga.—Granted licenses to use old main trans. at present location of main trans. for aux. and install new trans.

WIBB Macon, Ga.—Granted license new standard station 1280 kc, 1 kw D.

KOIN Portland, Ore.—Granted license mount FM ant. on AM tower.

WERI Westerly, R. I.—Granted mod. CP for approval of ant. and trans. location, and change type trans.

WKY-TV Oklahoma City—Granted mod. CP to change studio location, change type ant. and to make other ant. changes.

Following were granted extension of completion dates as shown: KDFC San Francisco, to 6-1-49; KNBC-FM San Francisco, to 7-12-49; WNLC-FM New London, Conn., to 5-18-49; WXRA-FM Buffalo, N. Y., to 5-2-49; KECA-FM Los Angeles, to 5-31-49; KPRA Portland, Ore., to 3-10-49; KCRK Cedar Rapids, Iowa, to 8-18-49.

WKDN Camden, N. J.—Granted license new standard station and specify studio location; 800 kc 1 kw D.

WJAR-TV Providence, R. I.—Granted mod. CP for extension of completion date.

WCPO-TV Cincinnati—Same.

KMED Medford, Ore.—Granted license increase power etc.

WEAV Plattsburg, N. Y.—Granted license change frequency, increase power etc.

KSEM Moses Lake, Wash.—Granted license new standard station.

KFKA Greeley, Colo.—Granted license change frequency, change hours etc.

WBTM Danville, Va.—Granted license mov. old main trans. to present location of main trans. to be used for aux.

KSD St. Louis—Set aside action of Dec. 28 granting license to cover CP increase power, install new trans. and DA-N and change trans. location because licensee did not satisfy cond. attached to CP.

FCC Correction

WHEN Syracuse, N. Y.—In report dated Jan. 27, item referring to WHEN is corrected to read: Granted mod. CP in part to change trans. location and ant. height with reduced power to 15 kw vis. 7½ kw aux.

February 1 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WMGY-FM Montgomery, Ala.—Mod. CP new FM station for extension of completion date.

KRKD-FM Los Angeles—Same.
KROW-FM Oakland, Calif.—Same.
WMAZ-FM Macon, Ga.—Same.
WBIK Chicago—Same.
WISH-FM Indianapolis—Same.
WCAR-FM Pontiac, Mich.—Same.
WFMI Portsmouth, N. H.—Same.
WBBB-FM Burlington, N. C.—Same.
WJEM Springfield, Ohio—Same.
WISR-FM Butler, Pa.—Same.
WHP-FM Harrisburg, Pa.—Same.

WCMW-FM Canton, Ohio—Mod. CP new FM station to change ERP from 15 kw to 2.08 kw, ant. height above average terrain from 275 to 321 ft.

AVCO Bid

WROL-FM Knoxville, Tenn.—Application to purchase from S. E. Adcock filed by George R. Dempster, John A. Johnson and Royce F. Ward d/b as Dempster-Johnson & Ward Bcstrs.

(Continued on page 70)

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Make Gates your one source for all broadcasting equipment needs. Six daily air freight flights serve your emergency needs wherever you may be.
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North Carolina
5,000 WATTS
620 KC

PAUL H. RAYMER, REP.

Allied Arts

A. C. NEILSON Co., Chicago, has announced that Cecil & Presbrey Inc. and Sherman & Marquette Inc., agencies, and American Meat Institute, have signed for its National Nielsen Radio Index Service. Cecil & Presbrey has contracted for Class A service for two years.

THOMAS H. HUTCHINSON, formerly NBC-TV program director, has been appointed director of Television Studios of The School of Radio Techniques Inc., New York. Mr. Hutchinson also has been with RKO and McCann-Erickson, as television director.

Mr. Hutchinson

E. D. McARTHUR has been appointed head of General Electric Research Laboratory's High Frequency Electronics Division, Schenectady, N. Y.

J. R. FEENEY has been appointed manager of Chattanooga (Tenn.) branch of Graybar Electric Co., and **J. D. AKERS** has assumed same post in Lansing, Mich.

ROBERT S. TAPLINGER is establishing national public relations organization with offices in New York, Chicago and Los Angeles under name of Robert S. Taplinger & Assoc.

WILLIAM (Bill) MALONE, former promotion manager of KOIL Omaha, becomes sales manager of recently-formed Radio Television Publicity Corp., Chicago, which has "exclusive" promotion plan now available in TV, AM and FM stations. Plan involves illuminated clocks and animated attention arresters displayed in key locations calling attention to station features on a time-trade arrangement.

MARTIN STONE Assoc., New York producer of radio and television programs, has moved from 10 Rockefeller Plaza to penthouse offices atop new building at 4 West 58th St. Firm's new telephone number is MUrryhill 8-0585.

Television

SAUL J. TURELL, president of Sterling Films Inc., New York, has announced formation of Sterling Films Television to specialize in production and distribution of video films. New unit is located at company's headquarters, 61 W. 56th St., New York.

JERRY FREEDMAN of Southern Television Productions, Louisville, Ky., is writing and producing *Anniversary House*, weekly musical comedy which made its debut over WAVE-TV Louisville last month, for Harper-Conner, local real estate agents.

BRUCE EELLS & Assoc., Hollywood, announces addition of 14 new subscribers to Broadcasters Program Syndicate. They are WMBR Jacksonville, Fla.; KXOA Sacramento; KXOB Stockton, Calif.; KOJM Havre and KRJF Miles City, Mont.; KOH Reno, Nev.; WTOR Torrington, Conn.; KTSM El Paso, Tex.; KTAR Phoenix, Ariz.; WLOH Princeton, W. Va.; KLXO Lewiston, Mont.; KERN Bakersfield, Calif.; WEBJ Brewton, Ala.; CFCF Montreal, Quebec.

UNITED WORLD FILMS Inc., New York, has announced that its television department is now readying a series of five-minute films dealing with the year's major holidays. The initial two films highlighting Valentine's Day and Easter are nearly completed and shortly will be available to video stations.

AIEE

Boothroyd, Goldsmith, Goldmark Among New York Speakers

BOTH price of television receivers and the amount of power they use are coming down, according to a paper read by W. P. Boothroyd, project engineer of Philco Corp., before the annual five-day winter general meeting of the American Institute of Electrical Engineers, held at Hotel Statler, New York, Jan. 31 to Feb. 4.

Mr. Boothroyd, in a paper prepared by S. C. Spielman, of Philco, said that the price of receivers and the amount of power they consume are "tied rather closely together."

Improvement and simplification of designs of sets, he said, will make them cheaper and reduce their power consumption. He discounted the fears of electric utilities of the amount of the television power load, which has caused some utilities to levy extra charges on television set users.

In a report on progress in ultra high frequency television, T. T. Goldsmith, director of research of Allen B. DuMont Laboratories Inc., said it was possible to permit 69 additional television channels in UHF—enough to give three or four stations to each city. Tests show the possibility of commercial station operation in UHF, he said.

Improved Images

Better video images can be attained by increasing contrast than by increasing brightness, Dr. Peter C. Goldmark, director of engineering research, CBS, told the engineers.

Progress in the development of television equipment for motion picture theatres was outlined by Ralph V. Little Jr., RCA Engineering Products Department engineer. He analyzed the RCA direct projection system, under which high-brilliance kinescope images are projected by a highly reflective optical system upon special screens, and its intermediate film system, using standard motion picture projection technique after television images have been photographed on motion picture film and processed.

PHILCO TV PLAN

To Cut Installation Cost

PHILCO CORP., Philadelphia, is making a definite move to cut installation costs on video receivers. BROADCASTING learned at a company luncheon for newsmen in New York.

Instead of the current initial installation cost of $65 or more, with a year's guarantee on service and parts, Philco plans to charge about $30 for setting up a receiver. One year's guarantee will cover parts alone. Thirty days after installation, a serviceman will inspect and adjust the instrument, after which, for the one-year period, all calls will be charged for on the basis of the repair man's time.

The plan has been tested successfully in several cities and will be effective in the New York area shortly. Philco distributors are also dropping current delivery charges to dealers, charges that are in most cases relayed to the consumer.

The Answer to a Disc Jockey's Prayer

• • • •

by

DAVEN

It is now possible to minimize the chance for human error in program control work. The Daven Company has once again pioneered in the field of audio communications controls, and developed a foolproof Miniature Switch. This type*, SW-1000, is a notably compact, low voltage, low current control. It is a cam operated single pole double throw switch, with an OFF position in the center. An outstanding feature of the SW-1000 is that it may be obtained on standard Daven attenuator without increasing the overall dimensions.

This switch may be used to:

- Operate a relay which can start a turntable motor.
- Function as a cueing control.
- Control indicator lamps.

This switch is rated at 1 Amp.—48 Volts.

For further information write to Dept. BD-3

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Another BMI "Pin Up" Hit—

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I WISH SOMEBODY CARED ENOUGH TO CRY

On Records: Frank Gallagher—Dana 2033; Eddy Howard—Mer. 5248; Ray Dorey —Gold Medal 948.

On Transcriptions: Sweetwood Serenaders— NBC Thesaurus; Eddy Howard—World.

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KITS MAILED

As Brotherhood Week Nears

KITS containing Brotherhood Week material are being sent to all AM and FM stations, according to Edgar Kobak, MBS president and chairman of the 1949 radio committee for the observance. Sponsored by the National Conference of Christians and Jews, Brotherhood Week will be celebrated Feb. 20-27.

Kits contain letters, copy for live announcements and five-minute dramatic script. Broadcasters later will receive pressings of transcribed spots.

The transcription features four of WNEW New York's "Little Songs on Big Subjects" by Hy Zaret and Lou Singer, and recorded spots by Bing Crosby, Jack Benny, Ed Gardner, Eddie Cantor, Garry Moore and others.

President Truman is honorary chairman of Brotherhood Week. General chairman is Nelson A. Rockefeller. Members of Mr. Kobak's committee are:

H. Leslie Atlass, WBBM Chicago; Erik Barnouw, writer; Edgar L. Bill, WMBD Peoria; Frank Burke, KFVD Los Angeles; Roger W. Clipp, WFIL Philadelphia; Ted Cott, WNEW New York; H. Quenton Cox, KGW Portland, Ore.; Ruth Crane, WMAL Washington; T. A. M. Craven, of Craven, Lohnes and Culver, Washington; Joe DuMond, KXEL Waterloo, Iowa; John W. Elwood, KNBC San Francisco; C. T. Hagman, WCCO Minneapolis; George Heller, American Federation of Radio Artists; Harold Hough, WBAP Fort Worth; Frank King, WMBR Jacksonville, Fla.; Dorothy Lewis, United Nations; Harry Maizlish, KFWB Hollywood; Justin Miller, NAB; Gene O'Fallon, KFEL Denver; Dr. Everett C. Parker, Protestant Radio Commission; James C. Petrillo, American Federation of Musicians; Herbert L. Pettey, WHN New York; J. R. Poppele, Bamberger Broadcasting; J. Leonard Reinsch, Cox stations; J. Harold Ryan, Fort Industry Co.; Elliott M. Sanger, WQXR New York; Frank P. Schreiber, WGN Chicago; Glenn Snyder, WLS Chicago; Frank Stanton, CBS; Nathan Straus, WMCA New York; Sol Taishoff, BROADCASTING; Niles Trammell, NBC; Judith Waller, NBC; Lewis A. Weiss, Don Lee Broadcasting System; Harry Wismer, Richards stations; Mark Woods, ABC; Edward J. Heffron, director of media relations, NCCJ; Newman H. Burnett, executive secretary of Radio Directors Guild; Jack L. Cooper, WSBC and WGES Chicago; C. J. Durban, assistant director of advertising, U. S. Rubber Co. and chairman of American Television Society; Jerry Franken, radio editor of *Billboard*; Milton E. Krents, New York radio program consultant; Bert Lytell, actor and honorary president of Actors Equity Assn.; Thomas F. O'Neil, vice president of Yankee Network; George Rosen, radio editor of *Variety*; James E. Sauter, president, Air Features Inc.; George T. Shupert, director, Paramount television.

Programs

LAST week WLIO East Liverpool, Ohio, began its newest series of programs titled *So You Want to be a Disc Jockey*. Each day a different student from one of the five high schools in the district appears as guest announcer and disc jockey. At the end of school term the best student announcer will be selected and given a fulltime job with WLIO. Students select their own records, introduce their selections in their own words, and read the commercials on the programs. In judging the winner consideration will be given to such points as: Voice, diction, air personality, ad-lib ability, and knowledge of music.

Care of Your Home

WASHINGTON televiewers now have opportunity to learn how to solve the problems of home upkeep. WNBW (TV) Washington has inaugurated a Saturday video show, *Yours for Better Living*, which will feature local experts on interior decorating, repair, grounds and garden care. Local real estate dealers have signed for sponsorship, and commercials will feature homes for sale in the area. First participating clients are Glassman Bros., designing engineers and builders, through Kal, Ehrlich & Merrick Adv., and Ed Carr, real estate broker through Robert Enders Adv., all Washington.

Junior Town Meeting

IN ORDER to offer a vehicle by which schools and students of the metropolitan area can express their views on topics of public interest, WSAZ Huntington, W. Va., is presenting a weekly, half-hour *Junior Town Meeting of the Air*. Participating alternately on programs are six high schools. Program is carried as a delayed broadcast, Sundays at 3:30 p.m., with recordings cut during regular assembly periods. Format of the show allows a selected group of four students to air their viewpoints and to discuss the question at hand, after a roving microphone gives members of the student body opportunity to question the decisions and participate in the program.

Camera Fans

CAMERA fans in Pittsburgh now have a radio program especially for them. WWSW Pittsburgh has inaugurated *Peoples Camera Club of the Air*. At each broadcast "meeting" experts from various fields of photography get together to discuss the pros and cons of picture taking methods and questions submitted by club members. Anyone who is a "bug" may join the "club." Program is sponsored by Peoples Camera Exchange, local photo supply house, as part of an intensive radio advertising campaign over WWSW exclusively.

New England Congressmen

WEEKLY forum, *The New England Round Table*, featuring New England Congressmen in discussions of current legislation of particular regional interest, was resumed yesterday (Feb. 6) over WBZ-WBZA Boston-Springfield. Program is originated in Washington and Robert McCormick, newspaper columnist and radio commentator, acts as moderator. Program is carried over New England Regional Network which includes WTIC Hartford, Conn.; WJAR Providence, R. I.; WCSH Portland, Me.; WLBZ Bangor, Me., and WRDO Augusta, Me., in addition to WBZ and WBZA.

WMGM SHOWS

Feature MGM Personalities

CULMINATING plans for cooperation with Metro-Goldwyn-Mayer Studios, formulated when WMGM New York changed its call letters from WHN, the station last week announced a schedule of programs originating in Hollywood and featuring MGM players and properties.

Approximately six hours of recorded Hollywood shows, including *MGM Theatre of the Air*, a one-hour weekly adaptation of the studio's pictures, will be offered soon. Other shows include a 15-minute, three-times weekly program with George Murphy, *Good News from Hollywood*, *At Home with Lionel Barrymore*, five 15-minute morning programs weekly, and an across-the-board 15 minute interview show with Paula Stone.

WMGM also plans to syndicate the programs on a nation-wide basis, offering recordings of the shows on either a sustaining or commercial basis to other local stations across the country.

Watson Gordon Jr.

WATSON M. GORDON Jr., 29, former account executive at Foote, Cone & Belding, Chicago, died in a Boston hospital Jan. 27. A graduate of Harvard in 1940, Mr. Gordon worked for FC&B until last spring when he retired because of illness and returned to his home in Dublin, N. H. Survivors include his wife, Mrs. Anna Baker Gordon; his parents, Mr. and Mrs. W. M. Gordon of Dublin and Boston; three sisters and a brother.

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DJ-638

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CLAUDE Thornhill
My Dream Is Yours
Wind In My Sails
DJ-640

EDDY Arnold
There's Not a Thing
Don't Rob Another Man's Castle
DJ-641

Special! Special!

It's a big hit in England and Canada . . .

Anni Frind
"NUNS' CHORUS"
and "HABANERA"
12-0769

RCA VICTOR RECORDS

FCC Actions

(Continued from page 67)

Applications Contd.:

TENDERED FOR FILING

Assignment of License

KPAS (AM) KDAG (FM) Banning, Calif.—Assignment of license of KPAS and CP for KDAG from Carl Phillips, Robert W. Phillips and John Phillips d/b as Pass Bcstg. Co. to William T. Smith and David Robbins d/b as Pass Bcstg. Co.

Modification of License

KWJJ Portland, Ore.—Mod. license to change from DA-DN to DA-N.

AM—570 kc

WMAM Marinette, Wis.—CP to increase 100 w-N 250 w-D to 1 kw unl. DA-N.

February 2 Decisions . . .

BY COMMISSION EN BANC

License Renewal

KENO-FM Las Vegas, Nev.—Granted renewal of license for period ending Sept. 1, 1949.

KWLK-FM Longview, Wash.—Same.

WTRF-FM Bellaire, Ohio — Granted renewal of license for period ending Dec. 1, 1951.

License Extension

WHA-FM Madison, Wis.—Present license extended on temp. basis to June 1.

WOPT Oswego, N. Y.—Same.

CPs Reinstated

WRLD-FM Lanett, Ala.—Granted reinstatement of Class B CP which previously expired; completion must be effected three months from date of grant.

WGOV-FM Valdosta, Ga.—Same.

WFRS Grand Rapids, Mich.—Same.

KOAK Clinton, Okla.—Same.

KFDX-FM Wichita Falls, Tex.—Same.

Low Power FM

Board of Trustees, Free Public Library, Louisville, Ky. — Granted CP new noncommercial low power FM station. Channel 207 (89.3 mc), 10 w; estimated cost $9,170.

Duquesne U., Pittsburgh — Granted CP new noncommercial low power FM station. Channel 207 (89.3 mc), 10 w; estimated cost $12,550.

FCC Correction

WHNC-FM Henderson, N. C.—In report dated Jan. 18 item referring to WHNC-FM should read: To change from Channel 297 (107.3 mc), ERP 8.6 kw, ant. 510 ft. to Channel 223 (92.5 mc), ERP 9.5 kw, ant. 300 ft.

February 2 Applications . . .

ACCEPTED FOR FILING

Assignment of License

WRLD Lanette, Ala.—Assignment of license from L. J. Duncan, Leila A. Duncan and Josephine Rawls d/b as Valley Bcstg. Co. to Valley Bcstg. Co. Inc.

License for CP

KXOA Sacramento, Calif.—License to cover CP change frequency, increase power etc.

SSA Extension

WOKO Albany, N. Y.—Extension of SSA for period not to exceed 6 mo. to operate 1460 kc 1 kw-D 500 w-N unl. Also to use trans. (previously licensed to WOKO Inc. as aux.), as aux. with 500 w for period not to exceed 6 mo.

Modification of CP

KRXD Los Angeles—Mod. CP change power etc. for extension of completion date.

KROW Oakland, Calif.—Same.

KCOM Sioux City, Iowa—Mod. CP AM station for extension of completion date.

WCLC Clarksville, Tenn.—Same.

WSKB McComb, Miss. — Mod. CP change frequency, increase power etc. for extension of completion date.

WDEL-TV Wilmington, Del. — Mod. CP new commercial TV station for extension of completion date.

WTVR Richmond, Va.—Same.

WTMJ-TV Milwaukee—Same.

AVCO Bid

WROL Knoxville, Tenn.—Application to purchase filed by George R. Dempster, John A. Johnson and Royce F. Ward d/b as Dempster-Johnson & Ward Bcstrs.

APPLICATIONS DISMISSED

William T. Smith, Bakersfield, Calif.—Dismissed Jan. 28 application for new AM station 1470 kc 500 w D.

AM—910 kc

William T. Smith, Palm Springs, Calif.—Dismissed Jan. 28 application for new AM station 910 kc 500 w D.

EXP. TV DELETIONS

Crosley Bcstg. Corp., Cincinnati—Deleted Feb. 1 at request of applicant exp. TV station W8XCT on Channel 4 (66-72 mc), ERP 1 kw vis., 500 w aur.

Allen B. DuMont Labs. Inc., New York—Deleted Feb. 1 at request of application exp. TV station W2XNG on Channel 13 (210-216 mc), 40 w.

National Bcstg. Co., Washington, D. C.—Deleted Feb. 1 at request of applicant exp. TV station W3XZS on 504-510 mc, 5 kw.

(Continud on page 82)

TV HAZARDS STUDIED

Fire Underwriters Urge Checking of Sets

PROSPECTIVE purchasers of television receivers are cautioned by the National Board of Fire Underwriters to ascertain that the set they wish to buy has been listed as acceptably designed and constructed to minimize the fire and life hazard.

Sets of several manufacturers have already been listed by Underwriters' Laboratories Inc., the board points out in its special bulletin No. 275.

Mounting sales of video sets have produced a flood of inquiries, the board reports. The board, which is a unit of the Committee on Fire Prevention and Engineering Standards with New York offices at 85 John St., acknowledges that Article 810 of the National Electrical Code is inadequate for purposes of television. Certain provisions of Article 810 should be followed until appropriate revisions have been made, however, it was pointed out. An appropriate committee of the National Electrical Code is currently studying problems peculiar to television, according to the bulletin.

"Since television operates on essentially a line-of-sight basis," the bulletin said, "proper reception usually necessitates an exterior antenna and as the distance from the television transmitter increases, the antenna must of necessity extend higher in elevation. This increases somewhat the possibility of damage by lightning, and, as the antenna is usually mounted on a pole or tower on the roof, there is a possibility that, unless properly installed and supported, the system may fall in high winds, dropping across power lines or injuring persons or property."

The board indicated that it was generally considered that a television receiver has a greater inherent fire hazard than a conventional radio receiver, "because of its greater current consumption, a greater number of heat producing components and the higher voltage used." Particular care was prescribed to make certain that the natural ventilation built into the set is not obstructed or reduced.

"Television sets should not be left turned on while unattended," the board warned. Fears that the antenna or lead-in constituted a shock hazard because of the high voltage carried were labeled "groundless" in the case of properly designed receivers.

WBIX-FM Deleted

THIRTEENTH FM construction permit to be deleted this year was announced last week by FCC to be WBIX-FM Rome, Ga. One license and one conditional grant also have been deleted by the Commission this year. WBIX-FM's permit expired Dec. 12, 1948, and no request for extension of completion date was filed. FCC said the CP was forfeited since correspondence to the station was returned "unclaimed." CP had been granted in April 1948.

VIDEO NEWS

WJZ-TV Starts New Service

A NEW type video news presentation has been initiated by WJZ-TV New York. The station interrupts its test pattern every hour between 12 noon and 6 p.m., Monday through Friday, to flash a series of bulletins and news summaries.

The news is presented in cooperation with United Press and is received on a special printer at WJZ-TV. It is printed on cellophane and sent via a Trans-Lux projector to the transmitter, and thus to the audience. News is given at an average reading speed of 175 words a minute.

Thomas Velotta, ABC vice president in charge of news and special events, announced last week that plans were under way to increase the frequency to every half-hour, seven days a week. Sponsorship possibilities are under consideration in four different ways—sound announcement, in text or by slides, or a permanently framed top line giving constant sponsor identification. It also was learned that WFIL-TV Philadelphia had completed arrangements with UP for similar service in the Quaker City.

Technical

PAUL MOORE, transmission engineer at NBC Chicago since 1945, has been appointed supervisor of TV engineering maintenance department at network's Central Division. **RAYMOND LIMBERG** and **HENRY MAULE** have been transferred from AM to TV engineering, and **HOMER J. HALLIBAUGH** has joined as TV engineer.

WILLIAM KARDA, with WINS New York since 1946, has been promoted to post of studio engineer supervisor.

ED NEELEY, formerly with WWNR Beckley, W. Va., has joined engineering staff of WOL Washington.

ERIC LEVELL, formerly of CKMO Vancouver, B. C., has joined the operating staff of CBR Vancouver.

WILLIAM PIEKARSKI, formerly of CKGB Timmins, Ont., has joined CJKL Kirkland Lake, Ont., as assistant chief engineer. **VERN O'BRIEN** has joined station's control room staff, replacing **TOM DALEY**, who has joined CFPL London, Ont.

JULIAN CRAPS, WTAR Norfolk, Va., engineer, is the father of a girl, Linda Susan. **JOHN BISHOP**, also of station's engineering staff, is the father of a boy.

WILBUR ALLMEYER, KWK St. Louis engineer, is the father of a girl.

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RIVAL OFFERS

FCC Gets WGL, WROL Bids

COMPETITIVE bids were filed under FCC's AVCO rule last week for WGL Fort Wayne, Ind., by Anthony Wayne Radio Co. Inc., new firm including ex-FCC Chairman James Lawrence Fly, and for WROL-AM-FM Knoxville, Tenn., by Dempster-Johnson & Ward Broadcasters.

Anthony Wayne Radio, headed by Harold Gross, chief owner of WJIM-AM-TV Lansing, Mich., proposes to match $150,000 consideration specified in original WGL purchase application of Fort Wayne *News-Sentinel*. Dempster-Johnson & Ward proposes to match $365,000 bid of Knoxville *Journal* for WROL [BROADCASTING, Nov. 29, 1948]. Dempster-Johnson is 45% owned by George R. Dempster, 50% owner of WGAP Marysville, Tenn.

WGL, owned by Farnsworth Television and Radio Co., is assigned 1 kw on 1250 kc. WROL, owned by S. E. Adcock d/b as Stuart Broadcasting Co., is assigned 5 kw on 620 kc. Both are NBC affiliates.

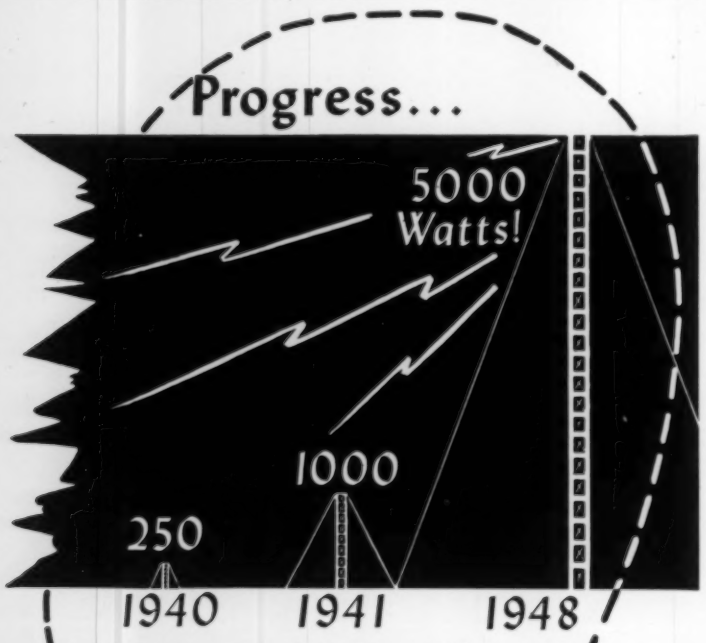
Anthony Wayne Radio is a newly formed corporation with stock authorization of 1,000 shares ($500 per share stated value). One share each is held by Mr. Gross, president and treasurer, and Howard K. Finch, WJIM program director, who is vice president. Mr. Gross has subscribed to an additional 353 shares and Mr. Finch to an additional 25 shares.

Mr. Fly, now a New York attorney, has subscribed to 20 shares. He has a small interest in KAND Corsicana, Tex. Secretary of firm is Frank E. Corbett, Fort Wayne attorney, who would resign as director of WANE Fort Wayne if transfer were approved. Application stated that several residents of Fort Wayne would become subscribers to stock.

Associated with Mr. Dempster in the new Knoxville partnership are John A. Johnson, 10% owner of John A. Johnson & Sons Contracting Corp., Brooklyn, has 45%, and Royce F. Ward, Alexandria, Va., has 10%. Mr. Dempster was city manager of Knoxville in 1944-45. He is president and 43.225% owner of Dempster Bros. Inc., local construction equipment manufacturer.

Scott Paper Signs

SCOTT PAPER Co., through J. Walter Thompson Co., effective Feb. 10 will sponsor the latter quarter hour of the Dione Lucas program, Thursdays 8-8:30 p.m. on the eastern CBS-TV network. The early part of the cooking show is also scheduled to be sponsored by another J. Walter Thompson client. Contract is for 52 weeks.



The whole history of KROD has been one of growth and progress—and service. In 1949 our power is 20 times what it was in 1940. There's just no better way to sell the vast El Paso Southwest market than with 5000 Watt KROD, key station of the Southwest Network, CBS regional outlet, far-west link of the Lone Star Chain.

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News

SAM ZELMAN, on news and special events staff of ABC Hollywood for past two years, has been appointed news editor. Mr. Zelman also celebrates the recent arrival of a daughter.

PAUL HUSSERL has joined KMPC Hollywood as news editor. He replaces EDDIE LYON, who resigned to join KFMJ Tulsa as news editor. Mr. Husserl was formerly with *New York World, Time* magazine and *Cinema Arts* magazine, and at one time was managing editor of "March of Time" newsreel. In addition to regular duties as news editor, Mr. Husserl will broadcast two quarter-hour newscasts daily.

BILL SYMES, Don Lee network announcer, has been appointed director of sports and special events for KTSL (TV) Los Angeles. Mr. Symes joined Don Lee in 1946 as producer, and later served as staff announcer.

CHRIS MATHISEN, former radio editor and assistant film reviewer of the Washington (D. C.) *Evening Star*, who now is assigned to that newspaper's Capitol staff, is doing a weekly film commentary for WCFM (FM) Washington.

RUSS ANDREWS, with WFBR Baltimore, where he handled news for six years, has joined WAAM (TV) Baltimore, where he will do a five-minute news spot to be telecast three times daily.

WILLIAM HARPEL, on KMPC Hollywood announcing staff for past year, has been appointed night news editor.

DICK KISHPAUGH has joined WKZO Kalamazoo, Mich., as assistant news editor.

FRANK JOHNSTONE, newscaster on KFRC San Francisco, has been appointed to do 10 p.m. news report over Don Lee Mutual West Coast network.

WRGA QUARTERS

Completed at Rome, Ga.

WORK improvements on new studios and offices of WRGA WRGA-FM Rome, Ga., have been completed in the National City Bank Bldg., John W. Quarles, president and owner, has announced. New quarters, occupying the second floor, will also house the station's FM operations, and provide a main entrance. Facilities were formerly located on the third floor of the building.

Official opening of the new facilities was held Jan. 28 as members of the Georgia Associated Broadcasters gathered at Rome for their winter meeting. They were to be taken on a special tour by staff members.

Completion of new installation follows WRGA's increase in power late last year from 250 w to 5 kw full time. Station, licensed by Rome Broadcasting Corp., is beginning its 19th on the air.

NEWS SOURCES

Bill Pushed in Minnesota

A BILL protecting newsmen against forced disclosure of their sources of information was prepared for the Minnesota Legislature Jan. 24 by Lawrence Haeg, WCCO Minneapolis-St. Paul farm service director and representative for the state's 36th District. The bill provides that newsmen could not be compelled by law to disclose their news sources, and would place radio newsmen on a par with newspaper reporters.

Minnesota was the second state in recent weeks to consider such a measure. A similar bill was introduced a fortnight ago before the New York Legislature, calling for equal protection for radio reporters [BROADCASTING, Jan. 17]. Other legislatures, at the instigation of state broadcast associations and NAB, which proposed a model law, are expected to follow suit. At present 11 states have such laws, but none include radio newsmen in their provisions.

Mr. Haeg has been a member of the Minnesota Legislature since 1939, and WCCO's farm director since 1940.

RADIO BEATS

Press Scooped on INS Stories

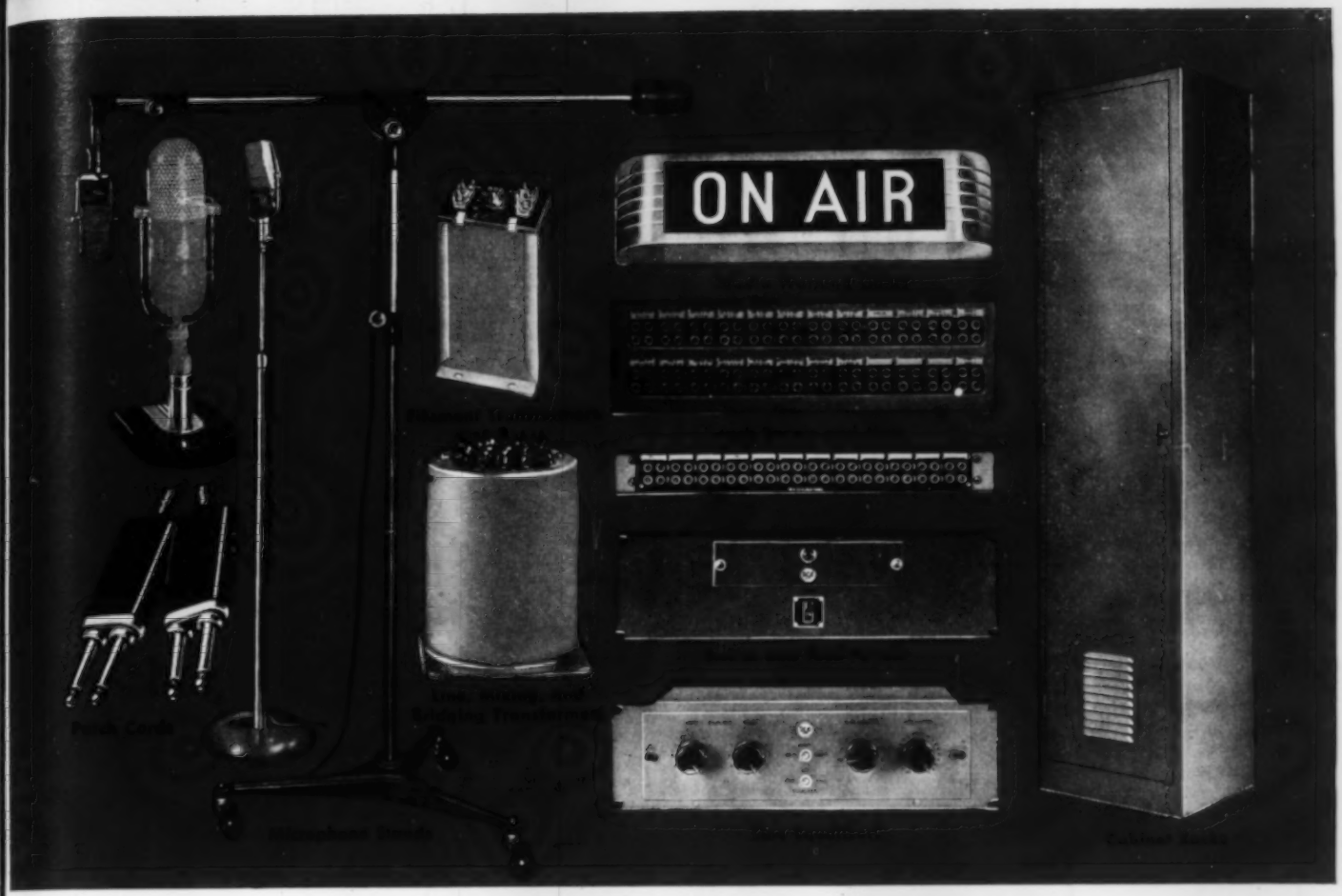
RADIO beat the press by half a day on one of the biggest news stories in recent months when on Sunday, Jan. 30, INS' European general manager, Kingsbury Smith, filed his exclusive story of Premier Stalin's willingness to talk peace.

The INS story cleared at 9:22 a.m., and from then until first editions of Monday morning papers came out Sunday evening, radio had the news to itself. Radio also got a beat of several hours over newspapers at the release of Mr. Smith's second story, Feb. 2, reporting that Premier Stalin would meet the President in the U.S.S.R., Poland or Czechoslovakia. That story cleared INS wires at 6:40 a.m., long after morning papers were wrapped up and before afternoon papers were ready to roll.

Ad Rate Guide

E. H. BROWN Advertising, Chicago, has published its 24th annual edition of the *1949 Advertisers Rate and Data Guide*. Fifty-two page book lists rates, circulation, and closing and issuance dates for general, farm, mail order and direct selling magazines. It is available to advertisers without charge.

WINZ



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PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

New 250 watt, fulltime station in Oxford, North Carolina, needs manager, chief engineer and commercial manager. Address John C. Hanner, Tarboro, N. C.

Assistant manager - salesman wanted. By 5 kw day, 1 kw night ABC affiliate. City of approximately 60,000 with two stations. The party desired is someone who can really sell and has ability to advance to management of the station. Please state all in your first letter and send picture if possible. This station is in its 19th year of operation. Liner's Broadcasting Station, Inc., P. O. Box 1723, Monroe, Louisiana.

Salesmen

1000 watter in best section North Carolina with perfect public service record, unquestioned acceptance, desires to contact salesman interested in settling down in good community and earning in proportion to ability and willingness to work. Station well equipped, well promoted and can produce. No drifters, drinkers or hot shots need answer. You can write your own ticket if you really mean business. Earnings unlimited, we hope you make a million. Act quick, write or wire Box 25a, BROADCASTING.

Salesman capable of taking over as commercial manager for ABC station in mountain division. Excellent secondary market. Associated with newspaper. Send full resume and application picture with first letter. Box 942, BROADCASTING.

Salesman—Opportunity to write two to four thousand monthly at 15%. $400 draw guaranteed for 60 days to experienced mature man minimum age 30, preferably with automobile, in large Michigan market. Box 695, BROADCASTING.

Salesman — Experienced, aggressive radio time salesman to sell and service accounts. Unusual opportunity, with fast-growing independent. Can make $100-$125 weekly. Must have car and be prepared to appear for personal interview. Write WBMD, 4 W. Eager St., Baltimore 1, Maryland.

Capable time salesman by 1000 watt independent eastern North Carolina station. Box 67a, BROADCASTING.

Two top, strong program salesmen. Fully experienced. Qualified to earn $7,500 per year in top Michigan market with expanding station. Give all details first letter. Immediate openings. Must have own car. Box 38a, BROADCASTING.

Salesmen, draw against 15% on first $3,000.00 per month, large midwest market, MBS; $1,200 per month possible. Box 53a, BROADCASTING.

Announcers

Experienced commercial announcer needed immediately. Higher than average pay. Staff knows of ad. Send complete details, disc, references to K-triple-D, Dumas, Texas.

Wanted—Announcer for 250 watt Mutual station in south. AM and FM operation. Wire if interested. Box 982, BROADCASTING.

Experienced announcer with first class license. Good voice, sober, mature. Send full details, picture and audition disc to WTAN, Clearwater, Florida.

Wanted immediately, announcer with first class ticket. WHTB, Talladega, Alabama.

Sportscaster—KIFI, ABC, Idaho Falls, Idaho, Idaho Pioneer League. State salary with disc showing recreation. Box 37a, BROADCASTING.

Help Wanted (Cont'd)

Wanted — Experienced combination man. Must be good announcer and smooth operator. Not afraid of work. Good pay and conditions. Wonderful climate. No beginners or students. Kilowatt pending. Send disc and qualifications to Roger Spaugh, KOOS, Coos Bay, Oregon.

Wanted—Announcer. Primarily morning man. Ordinary run of announcer need not apply. Want unusual morning man for Connecticut station. Top salary for top man. Write all details. Box 44a, BROADCASTING.

Wanted—One announcer for NBC affiliate in fast growing southern town. Requirements: Experience, dependability and willingness to work. Send complete details and references, if you fill the bill. Box 68a, BROADCASTING.

Announcer, $40 per week, major midwest market, MBS. State experience. Box 52a, BROADCASTING.

Announcer - operator with experience for FM station. Prefer single man under 25. $50 per week. Send complete background, disc and photo to Ron Tuten, PD, WJHP, Jacksonville, Florida.

Announcer - salesman wanted in Wisconsin 20,000 market. Good pay. Car desirable. Excellent working conditions. Write Ralph Evans, 4412 North Woodruff, Milwaukee.

Announcer for morning show, some general work, MBS, city 80,000, $60.00 per week if you have voice, experience and education, tell all first letter. Midwest. Box 23a, BROADCASTING.

Technical

Wanted—Radio engineer who is also a business man and would like to install and obtain management on percentage of profit basis of FM CP in important market with transit company radio franchise. Interested parties please write to Box 779, BROADCASTING.

Transmitter jobs open for young men and radio school trainees with first class ticket. No experience required. Box 12a, BROADCASTING.

Combination man with experience. ABC affiliate station. Rocky Mountains. Send disc, photo and references. Box 941, BROADCASTING.

Transmitter operator, no experience necessary. First class ticket. $40.00 per week. Radio Station WSSV, Petersburg, Va.

Production-Programming, others

Capital-associates wanted. Assist completing application new television broadcast station. Forming corporation. Advise amount your investment. Box 973, BROADCASTING.

Wanted: News reporter-announcer for 1000 watt daytime station. Give full details, KXIC, Iowa City, Iowa.

Traffic, shorthand required, large city area midwest, MBS. State experience. Box 54a, BROADCASTING.

Continuity chief wanted. Tired of snow and ice? Then you'll want this job in the lower Rio Grande Valley of Texas, a rich citrus and agricultural area. Send full information in first letter as to experience, family status, salary expected and photo. KGBS (CBS affiliate), Harlingen, Texas.

Wanted—News editor with ability to gather and disseminate local news and edit wire copy. Must have college background and at least one year experience in radio. Also, ability to present news in pleasing manner. Reply WWHG, Hornell, New York.

Help Wanted (Cont'd)

Copywriter wanted—One who can rapidly turn out a volume of good, accurate commercial and sustaining copy. Must be bright, responsible and good typist. Write samples and send to Wayne W. Cribb, General Manager, Radio Station KHMO, Hannibal, Missouri.

Situations Wanted

Managerial

Manager with tough AM experience has developed New England independent FM to prominence. Operation to be absorbed by AM. Desire opportunity to put your FM on its feet. University graduate, five years executive experience. Extensive technical orientation. Imaginative, vigorous, community programming, enduring sales based on sound facts. Available upon reasonable notice to my employer. I ask $6,000. Box 34a, BROADCASTING.

Radio chief of large nationwide public service organization, former program director, news director, foreign correspondent, available now due to deactivation of public relations radio branch. 21 years announcing, writing, producing. Age 37, steady, reliable. Proved administrator. Best references. Seeks management opportunity. Box 997, BROADCASTING.

Available as manager. Fourteen years in radio. Personal interview desired. Box 7a, BROADCASTING.

Dick Evans, winner of two national promotional awards in the past year; 25% owner, member of Board of Directors, President and General Manager of WIZZ (pronounced whiz), now has WIZZ doing OK. Will retain stock ownership and board membership in WIZZ but resign as President and General Manager if challenging opportunity as manager or consultant is presented. Must have sufficient time to orient replacement. Family man, two boys. University graduate, one year graduate study. Seventeen years broadcast experience in construction, technical, programming, sales, administrative, and federal regulatory phases. Prefer managerial incentive plan. Career resume available. All replies confidential. Write Dick Evans, President, WIZZ, Wilkes-Barre, Pa.

Attention Rocky Mountain station owners. General manager with thorough experience in programming, sales, engineering and administration is looking for permanent place to settle with family. Prefer an established metropolitan. However, will give equal consideration to all others. All correspondence will be treated confidentially. Box 812, BROADCASTING.

Manager—Thoroughly experienced all departments. Successful 16 year network affiliate record. University graduate. Dependable career man. Good references. Can be available on short notice. Box 892, BROADCASTING.

May I have the pleasure of making money for you and me with my new managerial plan? Box 922, BROADCASTING.

Young, experienced and successful manager desires change. 12 years radio. 5 years manager. Civic-minded. A working manager who announces, sells and has a profit record. Tops in local programming, station administration and operations. Box 935, BROADCASTING.

Commercial manager. Aggressive, active, no armchair executive. Knows all phases of station operation. Came up the hard way. Engineering background. Prefer small operation. Excellent references. Box 60a, BROADCASTING.

Manager. Young, aggressive. Especially strong on sales. Ten years all phases of radio. College graduate. Excellent references. Box 64a, BROADCASTING.

Salesmen

Time salesman, 2 years experience with 5000 watt regional station. A self starter and go getter in local accounts. Age 30. Complete information and references on request. Box 32a, BROADCASTING.

Fourteen years radio including sales. East only. Salary and commission. Box 9a, BROADCASTING.

Situations Wanted (Cont'd)

Salesman — Trained, experienced in sales promotion. Prefer west coast. But will consider all offers. BJ Degree. Starting salary secondary. Will prove ability, excellent references. Box 43a, BROADCASTING.

Young, college graduate thoroughly trained in station administration and time sales. Merchandising and sales background. Desires beginning sales or administrative job. Prefer NY area but will relocate. Box 62a, BROADCASTING.

Announcers

Announcer. Excellent voice, experienced. Knowledge copywriting, advertising. New England. Box 36a, BROADCASTING.

Announcer, 25, experienced, capable all-round staff man. Middlewest preferred. Box 27a, BROADCASTING.

Young staff announcer, experienced in news and all type shows. AB in speech from the University of Denver, married, references, disc and photo on request. Harry Anglen, 521 Maple Blvd. Kansas City 1, Missouri. Phone Ba-3441.

Here's a "#&@'%** good buy. Announcer-disc jockey desires permanent affiliation with progressive station. Three years experience in all phases of programming, production and specializing in record shows and special events. Past experience proves ability as program director and production chief. Married, 27, excellent references. I know radio. Would you like to know me? Box 3a, BROADCASTING.

Announcer, 25, married. Desires position with progressive station. One year experience. College journalism graduate. Presently employed. Special interest, news and disc programs. Box 11a, BROADCASTING.

Experienced play-by-play announcer desires position with station broadcasting baseball. Box 13a, BROADCASTING.

Announcer — Some experience, wants staff position. Midwest preferred. Disc, photo on request. Have had experience with Armed Forces Radio Service. Box 14a, BROADCASTING.

Popular morning man, employed, looking for permanent show with large metropolitan station. Proven record, 8 year success. Box 33a, BROADCASTING.

Combination announcer - operator. Eleven months experience including baseball play-by-play. Will consider any reasonable offer. Box 18a, BROADCASTING.

Award winning disc jockey in recent nationwide poll available. Beaucoup experience. Proven sales. For information dial 411 or write Box 19a, BROADCASTING.

Announcer, news editor, fully experienced. Versatile, solid, intelligent rewrite. Seeking permanency. Mike Fidler, 3128 Eastwood Ave., Chicago, Irving 8-1681.

Topnotch disc jockey and sports announcer would like permanent connection progressive station any region. Background includes successful all night and earlybird shows major metropolitan market. Winner local stars poll Radio Best Magazine. Play-by-play sports and programming experience smaller markets. Also pianist-vocalist. Available immediately. Johnny Murray, 28 Craft Ave., Glen Cove, L. I., N. Y.

Established disc jockey available. Excellent background in radio and showbusiness. Style sells and appeals to all age groups. Now plying trade in eastern market, but seeks greater opportunity. Audition disc, background letter and publicity brochure upon request. Box 949, BROADCASTING.

Announcer — Experienced, pleasant voice, single, currently employed, high mail count, own car, wishes position with eastern station. Box 73a, BROADCASTING.

Top thoroughly experienced high caliber personality announcer. Management-sponsor proof of excellent sales results on the air. Good voice, 23, unmarried. Top ratings. Personality jockying. Authorative newscaster. Excellent references. Available immediately. State starting salary. All replies answered immediately. Box 74a, BROADCASTING.

Situations Wanted (Cont'd)

Experienced announcer, news, disc jockey, write, plenty of ideas. Box 972, BROADCASTING.

Announcer-producer seeks staff position in progressive city. Presently with network affiliate, major NE market. Wife, fashion expert. Can offer proven Mr. and Mrs. record production show. Box 968, BROADCASTING.

Don't look here if you can't use an experienced announcer, 25, veteran, single, college graduate. Don't look further for newscaster, telequizer, man on street, wake-up jock, kiddie MC with writing, production and control experience. Don't delay your offer. Box 937, BROADCASTING.

Most interesting voice I know of. Singer, entertain, radio acting experience. Outstanding appearance and personality. Will accept reasonable offer. Dan Callahan, 1366 Flatbush Ave., Brooklyn, N. Y.

Want opportunity to prove ability to call all type sports. Family man. Experienced. Dependable. Box 966, BROADCASTING.

Announcer, experienced. Newscaster, disc jockey, operates console. Desires position with progressive station. All offers considered. Box 46a, BROADCASTING.

Sportscaster — Experienced play - by - play, football, basketball, baseball. Ready to do top rate job handling sports in large community. Good sports background. References and discs. Would welcome chance to work under sports director in major station. Box 41a, BROADCASTING.

Exceptional ability in handling play-by-play. Realistic and exciting sports by experienced, married man. Child five. Any locality. Can capably handle other phases announcing. Box 40a, BROADCASTING.

Sportscaster — Three years successful experience at present station. Desire expansion toward play-by-play field. Also handle news, discs and commercials. Box 65a, BROADCASTING.

Package! One combination announcer-engineer with chief engineer experience, plus announcing and programming. Eight years in radio. One announcer with chief announcer, copywriting, traffic and programming experience. University graduate. Both presently employed at $70 base, but desire change. Details and disc available. All offers considered. Will separate. Box 42a, BROADCASTING.

Topflight play-by-play sportscaster. Experienced in all major sports and regular sportscasts. Interested only in permanent affiliation. Go anywhere. Am no floater. Box 51a, BROADCASTING.

Newscaster, experienced, desired position Chicago area. Knows classical, popular music. Good habits. Matt Alben, 236 N. Fifth Street, Steubenville, Ohio.

Young well trained staff announcer desires opportunity to prove capability. Disc, photo available. Box 70a, BROADCASTING.

Sports announcer. AM & TV experience, nine years. Outstanding sportscasts. Box 45a, BROADCASTING.

Technical

Engineer—First phone. Experienced chief, installation and combination. Presently employed as 1 kw chief. Excellent references. Correspond by air mail. Box 28a, BROADCASTING.

Ex-chief engineer desires position offering opportunity for advancement. Prefer progressive station with construction program. Broad radio experience. Executive ability. Box 29a, BROADCASTING.

Engineer, first phone, two and ½ years technical training in AM, FM, UHF and all phases of television. Presently employed with four months experience in 250 watt. Experienced in console, xmitter, remote and local net. Desire position with progressive station. Box 30a, BROADCASTING.

Engineer. Experienced AM, FM, construction, chief one year. Married. Available immediately. Box 866, BROADCASTING.

Situations Wanted (Cont'd)

First phone man available as assistant engineer or combination man. Inexperienced but willing to learn and apply principles studied last 8½ months. GI, married, with car, house trailer, and references. Orval A. Herman, 105 South 37th, Council Bluffs, Iowa.

Engineer—First phone, one year transmitter and remote experience with 250 watt station. Graduate RCA Institute. Available on notice. Box 10a BROADCASTING.

Engineer-announcer presently employed net affiliate limited experience. Deejay's, remotes, MC. Prefer northeast or western. Box 5a, BROADCASTING.

Engineer—Ten years experience. First phone. Institutional radio training CREI and RCA. Family man, good references. Desire connection with progressive station in New Mexico, Arizona, Nevada, southern California. State salary. James A. Arthur, 2632 Bard Avenue, St. Albans, W. Va.

Experienced chief engineer, have done news, sports, play-by-play. Veteran, single, reliable. Consider chief's job in live, small town, or transmitter work 5kw or larger. Two weeks notice. Box 31a, BROADCASTING.

Experienced announcer-engineer available. Not a "hot rock," but capable of good all-round announcing. Can handle any engineering job from chief on down. Prefer network station. Two weeks notice. Box 50a, BROADCASTING.

Chief engineer for past 2 years in Florida station I installed. Desire change and permanent association. Chief at previous station. Above average announcer. 15 years experience all phases, power, directional, supervisory. Proven ability, references. Box 55a, BROADCASTING.

Announcer-engineer, first class license, four years experience, steady, reliable, good technical knowledge. Quality for chief. Presently employed in Florida. Box 56a, BROADCASTING.

Engineer desires transmitter operating job. Five years experience AM, including studio, transmitter and remotes. Sober, reliable. Box 48a, BROADCASTING.

Chief engineer. Experienced. Construction, operation, net directional. Put two stations on the air. Outstanding references. Box 61a, BROADCASTING.

Engineer—First phone, plenty of technical training, college graduate of leading radio school. Eight years ham, AAF—3 years flying radio mechanic, honorable discharge. Young, sober, unmarried. Best of references. No broadcasting experience. Desire position with station. Box 71a, BROADCASTING.

Engineer—First phone. 5 years Coast Guard and amateur radio. Graduate 5 month technical radio broadcast school, single, available immediately. Will travel. Box 72a, BROADCASTING.

Production-Programming, others

Will invest $5000 CP or progressive going operation. Active participation. Program director, announcer, 6 years experience. Well recommended. Box 806, BROADCASTING.

Topflight news editor, announcer, wants to grow with worthwhile station. Box 959, BROADCASTING.

Farm director desires position with regional stressing farm coverage. Excellent references. Desire midwest. Box 24a, BROADCASTING.

Production man, music librarian, and traffic manager desires position with aggressive station in competitive market. Capable of producing shows that bring results. Reply Box 980, BROADCASTING.

Program director presently employed Mutual affiliate. Varied experience inaugurated programs. Good air voice, travel, prefer permanent position northeast or west, desire larger market. Box 4a, BROADCASTING.

Situations Wanted (Cont'd)

Continuity director. Capable young woman wants the kind of job not everybody can do well. Good salary. West preferred. Box 6a, BROADCASTING.

Program director. Fourteen years experience. Prefer south. Available soon. Single. Box 8a, BROADCASTING.

Programs for women with quite a "new look". Stories for children out of a book. Youth talent shows to please family and friends, much business experience to fill in the ends. I'm all in one package and disc can be sent to show sound of my voice and program content. Address P. O. Box 984, San Bernardino, California.

Program director, excellent copy and imaginative production man, now programming 1 kw southern independent and 6 kw FM affiliate, desires permanent change to northeast region. 31, sober, married. In return for permanency, peace of mind and appreciative remuneration for hard work, will do excellent programming job. Box 15a, BROADCASTING.

News writer now employed in New York network news room and writing for top daytime comedy show wishes news editor position. Experienced all types news programs and continuity. Will relocate. Box 16a, BROADCASTING.

Music director—University Masters Degree. Experience: complete charge music library, programming, script writing, good air voice. Young, available April. Box 20a, BROADCASTING.

Continuity writers with six months or more training in announcing, production, traffic and console operation ready for placement. Pathfinder School of Radio Broadcasting, 1329 Oak Street, Kansas City, Missouri.

After twenty odd years in the radio, motion picture producing and TV business, wooed and won away from work by an eastern advertising agency. The pace is too slow, can't get into the agency routine. Want to get out of the plush lined office of a VP in charge of television and radio and get to work. Bull sessions, two hours for lunch, three afternoons of golf weekly are out. If your price is right, can and will deliver the top grade of knowhow and work to make your TV, AM and FM operations pay off. Married with family. College graduate, present emphasis on TV. Doing two shows weekly. Produced and directed four motion films in '48. Details and interview at your convenience. Box 726, BROADCASTING.

Girl, 1948 Northwestern graduate. Majored in radio. Training included work in program planning, acting, continuity and dramatic writing, handling of women's and children's programs. Voice is pleasant and friendly. Have worked parttime in a small local station. Would like to work for a progressive midwest station. Not afraid of hard work and long hours. Disc available. Box 49a, BROADCASTING.

Promotion man. Continuity. Sound, intelligent, idea promotion. Consistently good copy based on proven and original ideas. Box 58a, BROADCASTING.

Experienced program director. News, special events, specialty. Handle all types mike work. Consider staff announcing. Larry Maher, KDDD, Dumas, Texas. Present employer, main reference.

Continuity chief, good, solid, salable copy. Ideas too. Family man. Experienced. Want full responsibility, wide open opportunities. Salary in neighborhood of $75. Box 57a, BROADCASTING.

TV. Experienced radio copywriter wants TV opportunity. Available 168 hours per week. Salary, living wage plus more opportunity. Box 59a, BROADCASTING.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles School of Radio, 8800 Wilshire Blvd., Beverly Hills, California.

Situations Wanted (Cont'd)

Lady continuity writer. University journalism graduate. Experienced commercial copy, formats, promotion. Single. South only. Box 264, Edgefield, South Carolina.

For Sale

Station

Doctor's orders—Sell quick or else. Licensed FM radio station in sub-Chicago for sale. Good location, good business, own real estate and all. $65,000. Write or wire to Box 47a, BROADCASTING.

Equipment

2 WE pickups with 6 9A heads; 2 Brush PL20's; 3 RCA heads MI4856; 2 71B RCA turntables; General Radio type 731A modulation monitor; WE 23A studio console; WE 353 E-1 1000 w transmitter; 2 Blaw-Knox type CK self-supporting towers, 182 feet. This equipment now in use becomes surplus in March. It must be sold. Write Chief Engineer, KSAL, Salina, Kansas.

For sale—One used Buda model 6-DTG-317 30 kw diesel powered generator set, 220 volt, 3 phase, 60 cycles. Price $1000 fob, Danville, Va. Write or wire WBTM, Danville, Va.

Lehigh tower, 205 feet with side and top flights. Now in service and in excellent condition. Will be available about March 15. Purchaser to dismantle. WBAB, Atlantic City, New Jersey.

WEAM, now 5000 watt fulltime, has for immediate sale 1 kw Raytheon transmitter, model RA, frequency 530 to 1600. In excellent condition, has spare parts. Sacrifice at $5000. Blaw-Knox tower, 235 feet, tapered, self-supporting, grounded. Accept best offer. Contact Howard Stanley, WEAM, Arlington, Virginia.

FM antenna, 4 bay federal square loop, complete with de-icers and 9'3" lattice-steel A sections, transmission line harness with expansion joints. Original cost $4,800. Will sell for $2,400.00 with engineering assistance. WTCN, Minneapolis 4, Minn.

Two Brush magnetone wire recorders, model BK-303. Perfect condition. Cost $795.00. Make offer. Box 22a, BROADCASTING.

New latest model FM transmitter 10 kw complete with frequency and modulation monitor plus 6 bay antenna. 500 ft. of 3⅛ coaxial line with fitting. One Truscon 380 ft. tower. Write Chief Engineer, WMAW, 723 N. 3rd St., Milwaukee, Wisconsin.

1000 watt transmitter, RCA type 1K. In excellent condition and perfect in appearance. Includes two sets of tubes, an assortment of spare parts and a separate cabinet rack for monitors. Price reasonable. Will arrange for crating and shipping. Write or phone Talbott, KROD, El Paso, Texas.

For sale: New in original shipping boxes one General Radio type 1181-A frequency monitor less crystal and type 1931-A modulation monitor one set of tubes for each. Western Electric gray finish. Immediate shipment $950. Box 66a, BROADCASTING.

Complete radio station equipment including all 1 kw AM with monitors, limiter, etc., 250 watt FM, complete studio equipment including console, loudspeakers, microphones, control desk, turntables, Wincharger heavy duty type 300 tower with single bay pylon, total height about 257 feet. Now located in midwestern radio station which ceased operating late December. All equipment used about one year, in essentially new condition and offered as lump at very attractive price to purchaser who can take all. Gates Radio Company—telephone 522 at Quincy, Illinois, or MEtropolitan 0522 at Washington, D. C.

Wanted to Buy

Wanted, RCA 250 or 1000 watt transmitter, also 25 kw 220v 3-phase gas driven generator. Riddle, WDSU, New Orleans.

Wanted to buy—10 kw AM transmitter. Reply to Box 981, BROADCASTING.

Wanted—Raytheon, RCA or similar 250 watt FM transmitter at rock bottom price. Specify frequency, conditions. Box 69a, BROADCASTING.

(Continued on next page)

Help Wanted

Managerial

WANTED

Manager to operate a radio station and to invest $15,000.00, which will buy 33 1/3% of issued preferred stock earning 6% dividends cumulative. Manager will receive 40% of the profits.

Construction practically completed. Daytime assignment. 1000 watts in the middle of the dial. No other station covering complete market. Absentee ownership of remainder of stock. This affords an excellent opportunity for your own business.

Write full particulars and references in first letter. Matter will be kept confidential.

BOX 837,
BROADCASTING

RADIO DEPARTMENT MANAGER

Man with comprehensive experience qualifying him to assume managerial supervision of small competently staffed radio department in four A's advertising agency. General administrative responsibility with special emphasis on programming and creative selling ideas. Knowledge of mail order book selling by radio helpful but not essential if other qualifications fit. Executive ability, team-work temperament, creative selling sense and knowledge of basic functions of a radio department are the important requirements. Please outline experience fully and give age and starting salary desired.

BOX 26a, BROADCASTING

Salesmen

WANTED

Transcription Salesmen. Juvenile program, already well known with successful record. Protected territories open. Generous commissions. Tell us what other shows you are now handling, and the markets you cover. Address Box 955, BROADCASTING.

Production-Programming, others

To meet expansion program, eastern network affiliate with 5000 watt CP need two experienced men. One should be trained in local news gathering and writing and should have a good air voice. The other should be a good commercial announcer with broad sports background and ability to write both news and sports. Send audition disc, references, photograph and full letter of application with statement of experience, salary desired, marital and family status.

WERC, NBC, Erie, Pennsylvania. Jay Young.

Situation Wanted

Managerial

EXECUTIVE AVAILABLE

20 years broadcast experience, all phases, programming, sales, promotion and public relations. Desire managerial position with new or established progressive station central, midwest or southern states. Top references. All replies considered and will welcome requests for interview. Your details please. BOX 35a, BROADCASTING.

School

NATIONAL ACADEMY OF BROADCASTING, INC. NAOB

STATION MANAGERS!

Need Trained Personnel?

BROADCASTERS!

Want a Refresher Course?

BEGINNERS!

Want to be a broadcaster?

THE NATIONAL ACADEMY OF BROADCASTING, INC.

3338 16th Street, N. W.
Washington 10, D. C.

Residence and Correspondence School

NATIONAL ACADEMY OF BROADCASTING. Dept. 111
3338—16th St., N.W.
Washington 10, D. C

Please send information concerning
☐ Correspondence ☐ Residence Courses.

Name.....

Address.....

City.....State.....

For Sale

Station

FOR SALE—
LOCAL NETWORK STATION

Small north-midwest town. No competition. Complete area dominance. Excellent technical position. Well established in community. Complete new large plant. Price for 100% of stock, $175,000. Low ratio price to profits. Principals only.

Write Box 853,
BROADCASTING

FOR SALE

Construction Permit, low frequency, 1000 watts, daytime, located in east. All construction about 90% complete. All equipment on hand. Ultra modern studios and transmitter located in one building on country estate, beautifully landscaped. Ultra modern sales offices in city. Purchase price equity only. Excellent possibilities.

BOX 836, BROADCASTING

$40,000

Here is an excellent investment. I am an experienced manager, 17 years radio and newspaper. I have C.P. for low frequency station in midwest metropolitan market. I need financial aid. You can have control. Write Box 39a, BROADCASTING.

For Sale (Cont'd.)

Equipment

FOR SALE

600 Foot Tower

At greatly reduced price one 600 foot Blaw-Knox galvanized steel guyed tower. Uniform cross-section up to 400 feet thence tapering to top (600 feet). In perfect condition, ready to ship. All cables, insulators and lighting equipment conform with CAA regulations.

Can be used for AM, or to support FM or television radiator with net height of 575 feet or less, with slight modification proposed by Blaw-Knox Company. First come—first served. Wire or write for additional details.

STATION WMC
MEMPHIS, TENNESSEE

Miscellaneous

REGIONAL MANAGERS (2)

Fastest growing National Organization, whose promotional campaigns are familiar and ENDORSED BY MORE THAN 300 STATIONS COAST TO COAST, can use successful DISTRICT SALES MANAGERS.

Thorough knowledge of co-sponsored sales methods, plus ability to hire and train salesmen, ESSENTIAL!

To qualified producers, after brief training period (without loss of revenue), can compare earnings of our PRESENT MANAGERS from $7500 to $10,000 commission yearly!

All replies strictly confidential.

Box 905, BROADCASTING

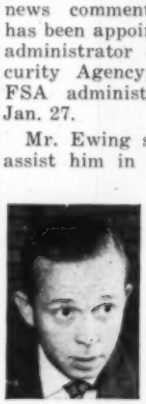
RADIO BROADCAST STATIONS
BUYERS! SELLERS!
List With Us
Prompt Confidential Service
NATIONAL RADIO STATION BROKERS
5051 Sunset Blvd., Normandy 7848
Los Angeles 27, California

ASSISTS EWING

Don Pryor Gets FSA Post

DONALD J. PRYOR, former CBS news commentator and analyst, has been appointed assistant to the administrator of the Federal Security Agency, Oscar R. Ewing. FSA administrator, announced Jan. 27.

Mr. Ewing said Mr. Pryor will assist him in maintaining liaison between his agency and the Congress. Mr. Pryor's major function, according to Mr. Ewing, will be to determine and make available to Congress information on the practical implications of current legislative proposals affecting programs administered by the FSA.



Mr. Pryor

Mr. Pryor has more recently served in the radio division of the Democratic National Committee in Washington.

His wife, Barbara, is special assistant to the chief of the State Dept.'s International Broadcasting Division.

KSLM Moves

KSLM Salem, Ore., has moved to new headquarters at Kingwood Heights. Included in new quarters are studios and transmitter, built at cost of $100,000. Station continues downtown offices at Senator Hotel. KSLM operates with 1 kw fulltime on 1390 kc. Glenn McCormick is owner and general manager.

Miscellaneous (Cont'd)

List with Us to Buy or Sell a Radio Station
Prompt, confidential service
Apply Box 720
BROADCASTING

• RARE OPPORTUNITY •

for broadcast equipment sales engineers

Designer and manufacturer of AM and FM broadcast transmitters, audio equipment and accessories of widely recognized superiority has immediate openings for six able, experienced sales engineers to provide intensive coverage of the following territories:

PACIFIC NORTHWEST Washington, Oregon, Idaho

PACIFIC SOUTHWEST California, Nevada, Utah, Arizona. Two men here.

SOUTH CENTRAL Texas, Oklahoma, Arkansas, Louisiana

SOUTH EASTERN Mississippi, Alabama, Georgia, Florida

CENTRAL Michigan, Indiana, Ohio, Kentucky

These openings hold real rewards for ability and hard work. They can only be filled by aggressive sales engineers with a thorough knowledge of broadcast station equipment and its applications, and years of large-scale sales experience in the field. Write us fully about your background, present status and demonstrated earning capacity. A photograph will be helpful. Address BOX 21a, BROADCASTING.

KNOX NAMED

To Study Radio for Realtors

JAMES H. KNOX, formerly associated with various advertising agencies, was appointed radio director of the National Assn. of Real Estate Boards last Monday. His headquarters are in Washington, D. C., home office of the association.

Mr. Knox will soon make an extensive tour of the country to meet with realtors and allied interests and discuss methods of participation in radio, NAREB reported. His principal task will be to develop and expand the radio activities of some 1,074 member real estate boards.

A veteran of 12 years' experience in the production-direction of many network shows and station management, Mr. Knox has served on the staff of such agencies as Young & Rubicam, Kenyon & Eckhardt, N. W. Ayer & Sons, D'Arcy Adv. Co. and The Biow Co. In 1947 he was named officer in charge of radio recruiting for the U. S. Marine Corps, and during the war served as radio correspondent with the Second Marine Division overseas.

WCAM FULLTIME

After 22 Years Part-time

AFTER 22 years of part-time operation, WCAM, Camden, N. J.'s municipally owned and operated station, went on fulltime Saturday, Jan. 22. It had previously shared time with WCAP Asbury Park, N. J., and WTNJ Trenton.

An FCC order put WCAM and WCAP on fulltime, retaining them on 1310 kilocycles but reducing their power from 500 to 250 w. WTNJ was made a daytime only station; its frequency was changed from 1310 to 1300 kc and its power cut from 500 to 250 w.

Willard Schriver is the WCAM station director, having been appointed by Mayor George Brunner. Irving Smith is program director. He joined the station three months ago after opening WBUX Doylestown last spring. Previous to that, he had been with WEEU Reading.

Two new announcers, Bill Deal and Jack Harvey, have been hired and Harry Smith has been advanced to chief announcer. Edrian Scott, former advertising copy writer, has joined WCAM as woman's editor.

Aid Fund

A FUND to assist worthy individuals in obtaining an education in the field of communication of ideas through radio or the press has been announced by The Kaltenborn Foundation, New York. The aid is to be made available regardless of race, color, creed or sex. Information on individuals or projects which the fund might aid may be sent to 167 East 64th St., New York 21, N. Y.

BOSTON Consolidated Gas Co. President Earl H. Eacker cuts fourth anniversary cake for their program *Quizzing the Wives* on WNAC Boston. Participating in ceremony are Les Smith, quizmaster on the show, and John J. Quinn, Boston Consolidated vice president.

Milestones

► KRLD Dallas celebrated its 20th anniversary as member of CBS last month. Special feature of its local *City Desk* program recalled events of the station's two-decade growth from its time-sharing status on 1040 kc with WFAA Dallas in 1929, to its present 1080 kc position as the CBS outlet for Dallas-Fort Worth.

► Oldest program on WFAA Dallas wound up last month when 73-year-old Dr. David Lefkowitz rabbi emeritus of the city's Temple Emanu-El, gave his last Sunday broadcast after 19 years of weekly 30-minute sermons from the studio. WFAA donated the time for the final broadcast.

► The *Children's Songbag*, heard each Saturday morning over WCOP and WCOP-FM Boston, celebrated the start of its fifth consecutive year on the Jan. 22 broadcast with a gala birthday party. Yoland's Shoe Store, Boston, sponsors the program, and Voltairing Block conducts its activities.

► DON W. SHARPE Agency, Hollywood (talent agency), is observing its eighth anniversary.

NARBA CHANGES

Announced by FCC

NEW STATIONS and changes in facilities of outlets in countries under the North American Regional Broadcasting Agreement have been announced by FCC upon notification by those countries.

Mexico has announced that XEWA San Luis Potosi, new 150 kw outlet on 540 kc, directional, is now in operation. It is believed full 150 kw is not yet being used. Mexico reported XEFW Tampico is to begin operations immediately with 50 kw day, 30 kw night, on 810 kc, directional night. New Class III-B 1 kw fulltime outlet on 600 kc has been assigned in Acapulco with expected commencement date of May 1. New Class II outlet on 1010 kc at Nogales has been deleted.

Cuba has reported that CMHT Sancti Spiritus plans to switch from 250 w on 990 kc to 1 kw day, 250 w night on that channel about May 15. It is a Class II station.

Dominican Republic has announced the following new stations and changes, all effective this month:

HIL Ciudad Trujillo (New Station)—790 kc, 500 w, fulltime, Class III-B.

HIG Ciudad Trujillo—Switch from 900 kc to 950 kc, 250 w, fulltime, Class IV.

HI9U Puerto Rico—Switch from 100 w on 7,205 kc to 250 w fulltime on 1246 kc, Class IV.

HI2R San Cristobal (New Station)—1450 kc, 200 w, fulltime, Class IV.

HIT Ciudad Trujullo—Switch from 100 w on 5,010 kc to 200 w on 1400 kc fulltime, Class IV.

STANTON AT IRE

March Agenda Expanded

FRANK STANTON, CBS president, will address the annual banquet, March 9, of the Institute of Radio Engineers convention at New York's Hotel Commodore.

Mr. Stanton will speak on "Television and People." The IRE convention will be held March 7-10. At least 203 displays of postwar radio developments are scheduled for the main exhibition, which will be in Grand Central Palace.

During the 28 technical sessions and six symposia of the convention, more than 170 papers covering all phases of radio and electronics will be presented.

WNNJ-FM OPENS

Operates Six Hours Daily

OPENING of WNNJ-FM Paterson, N. J., operating with 20 kw power on 103.5 mc., took place last Tuesday at 3 p.m. Licensee is North Jersey Broadcasting Co., which also owns and operates WPAT Paterson and is a subsidiary of the Passaic *Herald-News*.

WNNJ broadcasts daily from 3 p.m. to 9 p.m., with a signal covering all New York, the greater part of New Jersey, and sections of other states, according to Dow H. Drukker Jr., president of North Jersey Broadcasting Co. Station's transmitter is atop Garret Mountain, Clifton, N. J., one of the highest peaks in the area.

'What's My Name'

FORMER nighttime audience participation program *What's My Name* returned to ABC as a Saturday morning show Feb. 5, the network has announced. The program, starring Arlene Francis and featuring Johnny Olsen as co-m.c., is sponsored over 118 ABC stations by the Homemakers Institute and Servel Gas refrigerator dealers Saturdays 11:30 a.m.-12 noon. The 52-week contract was signed through BBDO, New York.

Midwest Independent

Attractive and profitable facility located in an ideal one station market. This property has a very favorable technical position that offers an outstanding opportunity for immediate development and increased earnings. Price $70,000. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.	DALLAS	SAN FRANCISCO
James W. Blackburn	Philip D. Jackson	Ray V. Hamilton
Washington Bldg.	Tower Petroleum Bldg.	Russ Bldg.
Sterling 4341-2	Central 1177	Exbrook 2-5672

UNBELIEVABLE as it may seem; if all the letters WLS has received in the past 19 years (20,216,735) were stacked in one pile, they would reach nearly 16 MILES HIGH!

WLS GETS RESULTS

represented by JOHN BLAIR and Company

WLS

BOYS—FOUR OF THEM—won the national awards in the second Voice of Democracy contest [BROADCASTING, Jan. 24]. Last year all four winners were girls. The successful contestants were (l to r): George Morgan Jr., Hutchinson, Kan.; Kerron Johnson, St. Paul; Richard Caves, Everett, Ohio; Charles Kuralt, Charlotte, N. C.

SUNDAY MORNING VIDEO

WNBT Is First N. Y. Station to Offer It

WNBT New York Jan. 30 became the first New York television station to institute regular Sunday morning programming. Schedule included the first simultaneous AM and TV presentation of the Horn & Hardart (Philadelphia) *Children's Hour* (WNBC-WNBT 10:30-11:30 a.m.), oldest continuously sponsored show in radio.

Programming commenced with a film at 10 a.m., followed by the *Children's Hour*, with Ed Herlihy as m.c. At 11:30 a.m., WNBT premiered a new children's program, *Pow-Wow*, concerning Indians and Indian lore. At noon station left the air until its 5:30 p.m. *Hopalong Cassidy* film program.

Starting last Monday WNBT began its daytime programming one half hour earlier. Programs, starting at 2:30 p.m. instead of 3, include eight new shows:

2:30-3 p.m. *The Bess Johnson Club*—Bess Johnson, radio actress, in a guest star program of interest to women, on such subjects as antiques, fashions, home handiwork and others.

3-3:15 p.m. *Armchair Wanderer*—A travel program featuring Gordon B. Halstead, world traveler and lecturer. The program guides prospective tourists and will take audiences on video trips throughout the U. S. and abroad.

3:15-3:30 p.m. *The Three Flames*—The instrumental trio is heard at this time on Mondays, Tuesdays, Thursdays and Fridays.

3:15-3:30 p.m. (Wednesdays only) *Madame Daganova*—A quarter-hour of modern ballet by noted dancers and instruction by Madame Daganova.

3:30-4 p.m. *We're On*—Actress Virginia Gilmore and her husband, Yul Brynner, play host to people in the theatre.

4-4:15 p.m. *Figure Magic*—Claire Mann, expert on health education, gives her "relaxercising" theory of physical culture for the improvement of figure and posture.

4:15-4:30 p.m. *Edward McGinley, Piano*—Music and piano instruction by Mr. McGinley, teacher at Fred Waring's Shawnee-on-Country Club.

4:30-5 p.m. *Once Upon a Time*—Maria Cimino, of the New York Public Library, tells stories for children, supplementing her tales with drawings by well-known illustrators.

RADIO CENTER

Is Dedicated by WDWS

WDWS Champaign, Ill., 250 w station owned and operated by the city's *News-Gazette*, formally dedicated its new Radio Center Feb. 6 with a special program. Show also commemorated the memory of the station's late founder, D. W. Stevick, it has been announced by Marc Howard, WDWS manager. An open house week will be launched today for public inspection of the new facilities.

The new Radio Center, occupying a 12-acre site south of Champaign, contains new G.E. transmitting equipment, and houses both WDWS and WDWS-FM operations. Station's 420-ft Truscon antenna tower is near the building. Designed and constructed solely for radio, the one-floor structure includes foyer and observation lounge, AM and FM unit rooms, one large and two twin smaller studios, audition room, technicians' workshop and other facilities.

Studios and business offices of the station, previously located on the second floor of the *News-Gazette* building, were moved to Radio Center last December. WDWS-FM began 10 kw operation at that time. Formal opening of center was publicized in a special Feb. 4 supplement of the newspaper, of which Mr. Stevick served as owner and editor. He died in December 1935, a year before WDWS began actual operation.

ARMY TV FILMS

Central Library Opened

TO OVERCOME difficulties encountered in obtaining legal clearance for the telecasting of many Army films, a Central Television Film Library has been opened at the Signal Corps Photographic Center at Long Island City, N. Y., the Army announced Jan. 30.

The library was created also to simplify service to stations and to meet a rapidly increasing demand by television stations for official motion pictures, the Army reported. In addition to some motion pictures which have received full clearance, the television library also will be stocked with special prints of other films from which uncleared footage has been deleted.

Films are obtainable through public information offices in the nation's six Army Area headquarters, located for First Army at Governors Island, New York 4, N. Y.; Second at Fort George G. Meade, Md.; Third, Fort McPherson, Ga.; Fourth, San Antonio; Fifth, Chicago; and Sixth, San Francisco. Requests of stations in the Military District of Washington (D. C.) go to Radio-Television Section, Public Information Division, Room 2D855, The Pentagon.

WIMR DELETION

FCC Approves; WKOB Off Air

DELETION of WIMR Hornell, N. Y., new 1 kw daytime outlet on 1420 kc, was granted by the FCC effective last Nov. 29.

Owned by Maple City Broadcasting Co., deletion was occasioned by firm's buying into WLEA Hornell, licensed on 1320 kc with 1 kw day.

Meanwhile the Commission reported it has received notice from WKOB North Adams, Mass., that the station ceased operations on Jan. 22 and requested deletion of its license. WKOB, assigned 250 w day on 860 kc, gave no reason for its action but it was believed economic factors were responsible. Licensee is Citizens Broadcasting Co. WKOB would be the first licensed AM station to be cancelled this year.

Only station saturating rich Western Washington market!

KIRO

CBS SEATTLE TACOMA

THE PIONEER 50,000 WATT STATION OF THE PACIFIC NORTHWEST

710 KC

NATIONALLY REPRESENTED BY FREE & PETERS, INC.

soon

WHBQ • 56

FIRST ON YOUR RADIO

Pulling in a Million More Listeners!

W. H. Beecue

Your Mutual Station in Memphis Tenn.

NOTICE:

Contracts made NOW at present rates receive full year's protection

Represented by The Walker Company

Collins 300G 250 watt AM transmitter

Highest performance you can buy

in a 250 watt AM transmitter

. . . . . but the price is competitive

The Collins 300G gives you everything a 250 watt AM transmitter can contribute in your fight to win sponsors and influence audiences.

Engineered to today's highest standards, employing the finest components, it transmits a signal that is outstandingly clean, crisp, and inviting.

The frequency response is flat ±1 db from 30 to 10,000 cycles per second, challenging the capabilities of the best AM receivers. The noise level is more than 60 db below 100% modulation level. The distortion is less than 3% up to 95% modulation.

Yet the 300G is competitively economical to buy and operate. The power consumption is only 1.5 kw in normal operation, 85% power factor. The entire complement of but 21 tubes (including a stand-by oscillator, 6 rectifiers and 2 voltage regulators) is comprised of only eight tube types. Spare requirements are at a minimum.

This transmitter features eye-level metering, tube visibility through front door windows, instantaneous power reduction to 100 watts, complete accessibility, high safety factors, and thorough reliability. Write us for further information.

FOR BROADCAST QUALITY, IT'S...

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St., New York 18, N. Y.

458 S. Spring St., Los Angeles 13, Calif.

JIM MONROE, KCMO Kansas City's news editor, uses station's new telephone recording attachment to obtain a statement from a member of the Kansas City school board. Statement was incorporated in his 9:30 p.m. news a half hour later. The new device makes it possible for conversations of both participants in a telephone conversation to be recorded for later broadcast.

Pabst Hockey

TELECASTS of Saturday night home games of the Cleveland Barons, American League hockey champs, are being sponsored by Pabst Brewing Co. (beer) on WEWS (TV) Cleveland. Sponsorship started Feb. 5 and will continue through March 19, last home date of the Barons' season. Pabst agency is Warwick & Legler.

IT'S A

GREAT DAY

on WLAV and WLAV-FM

WLAV leads ALL stations in daytime share of audience in Michigan's second market.
(1947-1948 winter-spring Hooper)

WLAV — 28.1%
Station B — 22.6%
Station C — 22.2%

Contact the John E. Pearson Co.

AM ABC for Grand Rapids
WLAV
Power Plus Perfection
FM

VIDEO PULSE

Covers New York, Chicago And Philadelphia

MILTON BERLE'S *Texaco Star Theatre* again tops the television popularity list according to the January TV audience report for New York and Philadelphia made by The Pulse Inc., New York. *Arthur Godfrey's Talent Scouts* placed second in both cities, running closer to the Berle lead in Philadelphia than in New York.

Wrestling continues to rate first with Chicago television audiences, according to The Pulse. Thursday night wrestling on WGN-TV Chicago was in first place with 47.0, leading over *Super Circus*, which hit 39.0. Impact of the east-midwest coaxial cable on program ratings is not yet evident.

NEW YORK

TOP TEN TELEVISION SHOWS
Once a Week Shows

	Highest ¼ Hour Rating Jan.	Dec.
Texaco Star Theatre	69.3	70.0
Godfrey's Talent Scouts	43.3	38.7
We, The People	36.7	29.3
Manhattan-G. Wash. Coll. Basketball	35.3	
Kraft TV Theatre	34.7	29.3
Toast of the Town	33.3	37.3
Winner Take All	30.7	26.7
Original Amateur Hour	29.3	32.7
Boxing (Friday, WNBT)	28.7	
Phil Silvers Show	28.7	

5-a-Week Shows

	Highest ¼ Hour Rating Jan.	Dec.
Small Fry Club	28.3	29.7
Howdy Doody	27.5	24.1
Lucky Pup	24.4	20.9
Bob Howard Show	22.9	18.8
Make Mine Music	10.1	9.7
Comics on Parade	9.3	6.2*
Russ Hodges Scoreboard	9.1	10.4
Newsreel Theatre, Misc. (7:45, WNBT)	7.6	7.6
Camera Headlines (7:30, WABD)	7.3	8.0
Film Shorts (6:45, WABD)	6.4	7.5*
Feature Films (6:45, WPIX)	6.4	

*4 Day Average

AVERAGE QUARTER HOUR SETS-IN-USE FOR WEEK STUDIED
Entire Week, 12 Noon-12 Midnight
TELEVISION HOMES

	Combined Radio & TV	TV	Radio
Jan. 1949	32.3	23.9	10.8
Dec. 1948	33.1	24.2	10.7
Nov. 1948	34.2	24.1	11.5

PHILADELPHIA

TOP TEN TELEVISION SHOWS
Once a Week Shows

	Highest ¼ Hour Rating Jan.	Dec.
Texaco Star Theatre	64.0	62.0
Godfrey's Talent Scouts	62.0	55.0
We, The People	52.0	49.0
Break the Bank	52.0	50.0
Toast of the Town	49.0	49.0
Boxing (Friday, WPTZ)	49.0	
Mummers Parade (3 Stations)	46.0	
Original Amateur Hour	44.0	41.0
Phil Silvers Show	43.0	
Gay 90's Revue	42.0	

5-a-Week Shows

	Highest ¼ Hour Rating Jan.	Dec.
Small Fry Club	27.6	24.6
Howdy Doody	26.6	21.4
Newsreel Theatre, Misc.	14.6	13.4
Make Mine Music	14.0*	
CBS-TV News*	13.5	17.0
TV Newsreel (7:15, WFIL-TV)	12.2	13.6
News and Views (7:00, WFIL-TV)	11.8	
Homemakers Matinee	11.4	9.4
Weather, News (6:45, WCAU-TV)	7.6	7.8
Sports Page, Weather (6:30, WCAU-TV)	7.2	7.6

*4 Day Average

AVERAGE QUARTER HOUR SETS-IN-USE FOR WEEK STUDIED
Entire Week, 12 Noon-12 Midnight
TELEVISION HOMES

	Combined Radio & TV	TV	Radio
Jan. 1949	38.6	26.8	14.5
Dec. 1948	37.6	25.5	14.4
Nov. 1948	37.4	25.1	14.2

CHICAGO

TOP TEN TELEVISION SHOWS
Once a Week Shows

	Highest ¼ Hour Rating Jan.	Dec.
Wrestling (Thurs., WGN-TV)	47.0	46.0
Super Circus	39.0	30.0
Film-House of Secrets (Fri., WBKB)	36.0	
Vaudeo Varieties	36.0	38.0
Film—Henry VIII (Mon., WGN-TV)	36.0	
Wrestling (Wed., WENR-TV)	35.0	
Hockey (Sun., WBKB)	34.0	35.0
Wrestling (Mon., WBKB)	32.0	32.0
Philco Playhouse	32.0	30.0
Feature Film (Tues., WENR-TV)	30.0	
Film—Borrowed Hero (Tues., WBKB)	30.0	

5-a-Week Shows

	Highest ¼ Hour Rating Jan.	Dec.
Kukla, Fran, & Ollie	37.8	27.4
Curbstone Cut-up	21.8	17.6
Uncle Mistletoe*	15.3	13.7
Little Bordy	15.0	16.6
Chicagoland Newsreel	12.2	11.2

*4 Day Average

AVERAGE QUARTER HOUR SETS-IN-USE FOR WEEK STUDIED
Entire Week, 12 Noon-12 Midnight
TELEVISION HOMES

	Combined Radio & TV	TV	Radio
Jan. 1949	32.8	20.2	14.6
Dec. 1948	31.9	19.5	14.1

KWHN WALKOUT

Silences 5 kw Station

A WALKOUT by 11 employes over minor working grievances silenced 5 kw KWHN Fort Smith, Ark., a fortnight ago, but the station returned to normal within a few hours, according to H. S. Nakdimen, secretary-treasurer of KWHN Broadcasting Co. Inc.

The dispute, which arose over work regulations and did not involve wages, came to a head when the announcer signed the station off at the studios without advance notice, the management stated. No negotiations had been held with stockholders, directors or officers of the station, according to Mr. Nakdimen. Contact with the employes resulted in settlement four hours later.

Allen Whiteside is president of KWHN Broadcasting Co.

WDTV (TV) Joins NBC

NBC-TV has announced the addition of WDTV (TV) Pittsburgh to its growing network of inter-connected video stations, bringing the total to 15. The new affiliation raises the Midwest NBC network video total to eight stations.

CINCINNATI IRE

Technical Meet April 23

TELEVISION horizons not widely discussed to date will be covered at the Third Annual Spring Technical Conference of the Institute of Radio Engineers Cincinnati section, Saturday, April 23. Meeting will be held at the Engineering Societies Bldg., Cincinnati.

Emphasis will be on UHF techniques as applied to monochrome reception in the 475-890 mc band, according to Wynne W. Gulden, of the conference publicity committee. Time has been allotted for nine papers (10 a.m.-1 p.m. and 3-5 p.m.) and a short discussion period following each paper, Mr. Gulden said.

Topics and speakers are: "Propagation Characteristics of UHF Radiation," Edward W. Allen, FCC; "The Use of Stratovision in the UHF Band," C. E. Nobles, Westinghouse; "UHF Television and Matching Techniques," O. M. Woodward Jr., RCA Labs; "UHF Tuners for Receivers and Converter Use," Robert F. Romero, RCA Industry Service Labs; "UHF Converters for Use with Present Receivers," Robert F. Wakeman, Allen B. DuMont Labs; "UHF Broad Band Amplifiers," Dr. A. V. Haeff, Naval Research Laboratory; "The Influence of UHF Allocations on Receiver Design and Performance," John D. Reid, Crosley Div., Avco Mfg. Corp.; "Psychophysiological Effects of Viewing Television," E. W. Commery, Nelva Park, G. E. Co.; "Trends in Television Receiver Design," Donald G. Fink, McGraw Hill.

The program will conclude with a banquet. Inspection trips will be available for those who stay over Sunday. Registrations should be addressed to Calvin Bopp, Spring Technical Conference registration chairman, Engineering Societies Bldg., McMillan at Woodburn St., Cincinnati.

FAMILY

WIBW has been a farm station for almost a quarter-century. We sell Kansas and adjoining states because we've served them well. We're one of the family.

WIBW The Voice of Kansas in TOPEKA

PULSE REPORT

New Programs Appear

SEVERAL infrequent top-tenners have appeared in the January radio audience listings of The Pulse Inc. for metropolitan New York. They include *Your Hit Parade*, which has seldom appeared in mid-winter top-ten lists, and Milton Berle's ABC *Texaco Star Theatre*, ratings on which have climbed steadily, due probably, The Pulse states, to his TV popularity.

These shows, along with Red Skelton and Eddie Cantor, nosed out *Fibber McGee & Molly*, Fred Allen, *Stop the Music* and *My Friend Irma* in December's listings.

Sunday afternoon and evening listening was lower in January than in December, upsetting the usual pattern of higher seasonal listening for this month. Only January increase came in the 6-7 p.m. period, but since only one Pulse survey has been made since inauguration of the new CBS Sunday lineup, it is too soon to gauge future listening trends.

AVERAGE ¼ HOUR SETS-IN-USE FOR THE WEEK STUDIED
6 a.m.-12 Midnight, Entire Week

January 1949	25.8
December 1948	24.2
January 1948	25.5

TOP TEN EVENING & DAYTIME SHOWS
Evening
Highest ¼ Hr. Rating

	Jan.	Dec.
Lux Theatre	25.0	25.0
Red Skelton	20.7	
Walter Winchell	20.0	22.7
Jack Benny	19.0	20.3
Eddie Cantor	18.7	
Burns & Allen	17.3	18.3
Milton Berle	16.7	
Hit Parade	16.3	
Bob Hope	16.3	20.3
Godfrey's Talent Scouts	16.3	20.3

Daytime—5 a Week
Highest ¼ Hr. Rating

	Jan.	Dec.
Arthur Godfrey	8.9	7.8
Grand Slam	8.0	6.7
Rosemary	7.7	6.7
Our Gal Sunday	7.7	5.7
Helen Trent	7.6	5.9
Wendy Warren	7.5	
Aunt Jenny	7.3	
Big Sister	7.1	5.9
Ma Perkins (1:15)	7.1	5.5
Young Dr. Malone	6.3	
Harry Clark, News	6.3	5.8

SATURDAY & SUNDAY DAYTIME

	Jan.	Dec.
The Shadow	7.3	7.7
Metropolitan Opera	7.3	
Quick as a Flash	6.7	
Make Believe Ballroom (Sat. PM)	5.7	
Children's Hour	5.7	7.3
Make Believe Ballroom (Sat. AM)	5.3	6.0
C. F. McCarthy, News	5.3	6.3
N. Y. Philharmonic	5.3	
Detective Mysteries	5.3	
Bing Crosby Records (Sat., 11:30)	5.0	5.3
Junior Miss	5.0	5.3
Theatre of Today	5.0	
Solitair Time	5.0	5.7
Metropolitan Auditions	5.0	
Strike It Rich	5.0	5.3

Production

GENE LEWIS, KTHT Houston announcer for past two years, has been promoted to post of program director. **CHUCK HANCOCK,** formerly with KXYZ Houston, has joined station's announcing staff.

FRANKLIN M. HELLER has joined CBS-TV as producer-director. Mr. Heller has served as stage manager for several Broadway shows, and most recently was resident director of Bucks County (Pa.) Playhouse for the summer seasons of 1947 and 1948.

FRANK SWEENEY has rejoined announcing staff at WGN Chicago. He has worked at WJBC Bloomington, Ill.; WOC Davenport, Iowa, and WJJD Chicago.

WARREN ANDERSON, musical director of WGFG Kalamazoo, Mich., has been appointed program director. **BARBARA DONAHUE** has rejoined WGFG's staff and is writing and handling *Breakfast Bingo* and *Stork Reporter* programs.

JOSEPHINE CACERES JACOBS, formerly on staff of New York *Herald Tribune*, has joined KOOL Phoenix, Ariz., continuity staff. **CHARLES SCHLEUTER** has joined announcing staff.

WEBB RUSSELL, formerly with WWST Wooster, Ohio, has joined announcing staff of WHBC Canton, Ohio. **MARIAN MUCKELY,** formerly with WWVA Wheeling, W. Va., has joined station as continuity writer.

JOE KRAMER, formerly with KIMO Independence, Mo., has joined announcing staff of KWK St. Louis.

BILL JACKSON WGTM Wilson, N. C., news and sports director, has been promoted to post of program director. Mr. Jackson will supervise programming of station, and at same time will continue as head of news and sports.

LYNETTE WILSON has been appointed program director of WINX and WINX-FM Washington. Miss Wilson has been on station's production staff since September 1947.

REX LORING, formerly of CHEX Peterborough, Ont., has joined announcing staff of CKCO Ottawa.

RAPHAEL HAYES, formerly with NBC, has joined continuity department of WINS New York as script writer.

MIKE RHODES, formerly with KRKL Kirkland, Wash., has joined KING Seattle.

CHARLES BRYANT, announcer at KVI Tacoma, Wash., for past seven years, resigns to become director of radio publicity for Gov. Arthur Langlie of Washington.

DOROTHY BLAND has joined CJKL Kirkland Lake, Ont., as librarian.

EVERETT MITCHELL, m.c. of NBC's *National Farm and Home Hour* (Sat., 12 to 1 p.m. CST, Allis-Chalmers), will be initiated into Sigma Delta Chi, national professional journalism fraternity, Feb. 15 during Farm and Home Week ceremonies at Iowa State College in Ames. He will also receive a plaque from Iowa chapter in commemoration of his 25 years of broadcasting and for his "service to agriculture." Mr. Mitchell is also heard on *Town and Farm* (WMAQ Chicago, six-a-week, 6:15 a.m.)

WESTON HARRIS has been appointed director of traffic operations for WGAY and WGAY-FM Silver Spring, Md. Mr. Harris will serve in a supervisory capacity, continuing his duties as staff producer-writer.

KAY ERVINE has resigned from continuity department of CKOV Kelowna, B. C., and has joined production staff of CJOC Lethbridge, Alta. **KEN CARLSON** has taken her place at CKOV.

AFRA Convention

TENTH annual convention of the American Federation of Radio Artists will be held in San Francisco Aug. 25-28, AFRA has announced. An estimated 200 delegates from the union's 29 locals will attend the four-day conclave, scheduled for the Palace Hotel. Bert Buzzini, KQW San Jose newscaster, announced following appointments to the committee on arrangements: Bill Gavin, producer-singer, KNBC San Francisco; Gerry Dolan, AFRA secretary; Josephine Martin, home economist, KFRC San Francisco; Clarence Leisure, KNBC announcer, and Tol Avery, freelance announcer.

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TEXAS-OKLAHOMA STATION
Wichita Falls-5,000 Watts-620 KC-CBS
Represented by Paul H. Raymer Co., and KWFT, 801 Tower Petroleum Bldg., Dallas

FCC Actions

(Continued from page 70

February 3 Decisions . . .

BY COMMISSION EN BANC

Assignment of License

WBTH Williamson, W. Va.—Granted assignment of license from Williamson Bcstg. Corp. to Mingo Bcstg. Corp. for $70,000.

KNUZ Houston, Tex.—Granted assignment of license from Max H. Jacobs, Douglas B. Hicks and Tom J. Harling Jr. d/b as Veterans Bcstg. Co. to new partnership composed of Jacobs, Hicks, Bailey Swenson and Leon Green d/b under same name.

KVOU Uvalde, Tex.—Granted assignment of license to Uvalde Bcstrs., one partner, William T. Kemp, selling ⅓ interest for $7,000.

Transfer of Control

WMOU Berlin, N. H.—Granted transfer of control of White Mountain Bcstg. Co. Inc. from seven stockholders holding 67% of outstanding stock of licensee to John W. Guider for consideration of $22,875.

Assignment of CP

KSCV Richfield, Utah—Granted assignment of CP from William L. Warner tr/as Sevier Valley Bcstg. Co. to corporation, Sevier Valley Bcstg. Co.

AM—1570 kc

Home Bcstrs. Inc., Logansport, Ind.—Granted CP new AM station 1570 kc 500 w D; estimated cost $28,860. Grant of this application is not to be construed as approval of FM ant. for use by FM station. Such approval must be determined on merits of application for FM station now on file.

Modification of CP

KOH Reno, Nev.—Granted mod. CP to make changes in DA to conform to cond. of Commission's grant on April 25, 1947; cond., and dismissed as moot petition of KOVD seeking reconsideration of Commission's action on Oct. 30, 1947, which granted KOH's application.

KSOX Harlingen, Tex.—Adopted order granting motion to dismiss WCKY petition for rehearing and amended petition to grant application, and granted mod. CP to make changes in DA, decrease N power, and change operation of KSOX to 50 kw-D, 10 kw-N, after sunset at Cincinnati, with different D and N patterns; engineering cond.; dismissed as moot petition of WCKY of March 4, 1948, for reconsideration of Commission's action of Feb. 13, 1948, granting application of KSOX.

Petition Dismissed

WMMN Fairmont, W. Va.—Adopted memorandum opinion and order dismissing petition requesting Commission to set aside action of Sept. 30, 1948, granting application of Central Pennsylvania Bcstg. Co. for new station at Lewiston, Pa.

Petition Denied

WTPS New Orleans—Adopted memorandum opinion and order denying petition of WTPS seeking reconsideration of Commission's action on March 25, 1948, in designating for hearing its application to change facilities.

Action Denied

WCOV Montgomery, Ala.—Advised that application re mod. CP (install new vertical ant. and mount FM ant. on AM tower) for extension of completion date to March 19, cannot be granted since applicant stated he expected to file for new ant. and trans. site and it is apparent that construction at present site is not contemplated.

Petition Granted

WJWJ Philadelphia — On petition, granted amended CP to specify 1540 kc 1 kw D in lieu of 1530 kc 10 kw D previously authorized. Since June 25, 1948, WJMJ has been operating on 1540 kc 1 kw D under SSA.

Call Change

WRMS—Donald W. Howe, Ware, Mass.—Authorized change of call letters to WARE effective March 1. Latter call is being relinquished for this purpose by Aeronautical Radio Inc., which has used it for its Jacksonville, Fla., aeronautical radio station. With respect to objection by WACE Regional Bcstg. Co., Chicopee, Mass., Commission advised WRMS: "Inasmuch as your station and WACE are located in separate cities and the call WARE spells the name of the city in which your station is located, thereby strongly identifying such station and distinguishing it from WACE; and since there is no phonetical similarity between the calls, WARE and WACE, it does not appear to the Commission that confusion would exist in the minds of the listening public through the use of the call WARE, by the Ware, Mass., station."

AVCO Waiver

Commission by action of board comprising Comrs. Walker, Hyde and Jones (Chairman Coy not participating), denied that portion of joint petition of Washington Post et al. and CBS requesting waiver of AVCO rule with respect to advertising proposed assignment of AM station WINX Washington, D. C., to William Banks of Philadelphia. At same time it held that transfer of WINX-FM to WTOP Inc., Washington, does not require such advertising since same interests would retain control. In absence of majority of Commissioners, no action was taken on another part of petition which requested mod. of Commission cond. of Oct. 20, 1948, incident to assignment of WTOP from CBS to WTOP Inc. and KQW-AM-FM San Francisco from Mott Q. Brunton et al. to CBS.

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Box Score

SUMMARY TO FEBRUARY 3

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	1,926	1,872	256		470	272
FM Stations	705	241	678	33*	88	30
TV Stations	57	7	116		313	181

* 12 on the air.

CALL ASSIGNMENTS: WBNS-TV Columbus, Ohio, switching from WBNT (The Dispatch Printing Co., Channel 10, 192-198 mc); KERG Eugene, Ore. (Eugene Broadcasters Inc., 1280 kc 1 kw unlimited, directional); WTAA Anniston, Ala. (Model City Broadcasting Co. Inc., 1390 kc 1 kw fulltime, directional); WCAL-FM Northfield, Minn. (St. Olaf College).

AM APPLICATIONS

Bozeman, Mont. — Penn Engineering Co. Inc., 1230 kc, 250 w, unlimited; estimated cost $11,970. Ownership: G. Norman Penwell, engineer at KPRK Livingston, Mont., president and 50 shares; Kenneth G. Penwell, U. S. Army (Communications), Maxwell Field, Ala., vice president 50 shares; Lura B. Penwell, Montana State College home demonstration agent, 50 shares; William K. Strickfaden, insurance, 20 shares; Gerald E. Tyo, KPRK engineer, secretary-treasurer 10 shares. Filed Jan. 28.

Colfax, Wash.—Interstate Radio Inc., 1450 kc, 250 w, unlimited; estimated cost $16,950. Applicant is licensee KRPL Moscow, Ida. Filed Feb. 1.

Palm Springs, Calif. — The Desert Broadcasting Co., 1000 kc, 1 kw, unlimited, directional night; estimated cost $40,645. Co-partners: Benton Beckley, real estate and investments, and Leo Paquette, garage business and investments. Filed Feb. 2.

Smithfield, N. C.—Selma-Smithfield Broadcasting Co., 910 kc, 250 w, daytime; estimated cost $9,145. Co-partnership: J. Fred Horton, owner Horton Lab., dental lab, Wilson, N. C., and Johns S. Townsend, announcer-engineer-traffic manager at WGTM Wilson. Filed Feb. 1.

Swainsboro, Ga.—Jack A. Thompson and Nancy M. Thompson, 800 kc, 1 kw, daytime; estimated cost $13,950. Mr. Thompson from 1942-1948 was chief of police for West Palm Beach, Fla. He now owns farm and Fashion Cleaners in Swainsboro. Filed Feb. 2.

February 3 Applications . . .

ACCEPTED FOR FILING

Extension of SSA

WNYC New York—Extension of SSA to operate additional time between 6 a.m. (EST) and sunrise at New York and between hours of sunset at Minneapolis and 10 p.m. (EST) using special DA for period beginning 3 a.m. March 2 (830 kc).

License for CP

WLSI Pikeville, Ky.—License to cover CP new AM station.

WHKC Columbus, Ohio—License to cover CP increase power etc.

Modification of CP

WWEZ New Orleans—Mod. CP change hours, power etc. for extension of completion date.

TENDERED FOR FILING

Transfer of Stock

WLAU Laurel, Miss.—Transfer of stock in Southland Bcstg. Co., licensee, from Hugh L. Smith to James V. Wilson.

Assignment of License

WLDY Ladysmith, Wis.—Assignment of license from O. J. Falge to Flambeau Bcstg. Co.

WJMJ GRANT

Gets CP-1540 kc, 1 kw Day

THE CELEBRATED "WCKY case" apparently was terminated last week when WJMJ Philadelphia, whose daytime grant on WCKY Cincinnati's 1-B 1530 kc channel touched off the legal fireworks, was given an amended construction permit for 1540 kc with 1 kw, daytime only. Its original grant on 1530 kc was for 10 kw.

The case developed when FCC, without a hearing, issued the grant to Patrick Joseph Stanton, WJMJ owner, for operation on WCKY's frequency. WCKY, claiming interference, appealed and won a court decision which held, in effect, that FCC must afford a hearing to any station which claims it would be "injured" by the grant of a pending application [BROADCASTING, April 19, 1948].

The court sent the case back to the Commission "for further proceedings in accordance with this opinion." Last week's grant for 1540 kc was assumed to satisfy the court's requirement.

L. A. AD WOMEN

To Hold 5th Annual Meet

LOS ANGELES Advertising Women Inc. has announced its Fifth Annual Conference series. The 1949 series, entitled "Advertising in Industry," starts Feb. 9 for 13 consecutive weeks. Conferences will be held at KMPC Hollywood.

Among the speakers scheduled are Don Belding, chairman of board, Foote, Cone & Belding, Los Angeles; Kai Jorgensen, vice president, Hixson & Jorgensen Inc.; Russell Z. Eller, advertising manager, California Fruit Growers Exchange; also included is a television panel consisting of Klaus Landsberg, West Coast director, Paramount Television Productions and KTLA (TV); Los Angeles general manager; Harry W. Witt, KTTV (TV) general manager; Harry R. Lubcke, KTSL (TV) head; Haan J. Tyler, manager, KFI-TV; Hal Bock, KNBH (TV) manager; Fred Henry, assistant general manager, KLAC-TV.

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BINGHAMTON, N. Y. GEORGE P. HOLLINGBERY CO., National Representatives

WSNY Schenectady's "March of Dimes-Radio Day" was held Jan. 28 when all programs between 10 a.m. and 7 p.m. were devoted to the cause. During that time 25 civic and community leaders assumed the duties of announcers, newscasters and sportscasters. Here Mayor Owen M. Begley of Schenectady (r), who served as "disc jockey" on the *Ballroom Program*, receives a check for $50 from Winslow Leighton, WSNY president and general manager.

IN BATTLE formation are the participants in Scranton, Pa.'s Disc Jockey Dance, held Jan. 26 by four area stations for the benefit of the March of Dimes [BROADCASTING, Jan. 31]. Those who appeared are (standing, l to r): Ken Beghold, WGBI; Art Bolin, WARM; Bill Pierce, WSCR; Michael Ruane, headquarters campaign manager, March of Dimes; Judge James Brady, March of Dimes general manager, Lackawanna County; Gene Feeney, WQAN-FM; Tom Kelly, WARM; Win Forman, WARM; Al Roberts, WSCR. Seated is Michael Wolson, WSCR, radio chairman of the March of Dimes for Lackawanna County.

ARRIVING at Washington National Airport last week, Jack Benny's covered wagon is unloaded for delivery to the March of Dimes. The 75-year-old wagon toured 25 cities with CBS stations, spurring the polio drive. Vault containing 500,000 pennies—3½ tons—was opened on the steps of the Treasury Bldg. last Monday. A CBS broadcast of the ceremony was originated by WTOP Washington. Jack Benny's personal check for $5,000 to the National March of Dimes was presented to Edward Foley Jr., Undersecretary of the Treasury, who accepted for President Truman.

Public Interest

(Continued from page 17)

of Dimes. The *Battle of the Sioux*, as the hour-long program was called, featured Sioux City's Mayor Dan J. Conley, Sioux Falls' Fire Chief Barney Boos, Woodbury County (Iowa) Sheriff Ed Lundee and Sioux Falls' Superintendent of Schools Lyman Fort, playing the harmonica. Listeners phoned in their requests and pledges. Sioux City collected $5,943; Sioux Falls, $5,202.

Philadelphians were treated to a touch of the old west Jan. 28-29 when WCAU Philadelphia and the March of Dimes Committee greeted the CBS "Ten Pennies for Benny" wagon. Beautiful models in cowgirl dress riding the Conestoga wagon, accompanied by cowpunchers, Philadelphia brand, staged a series of "raids" on the city's night spots, pouring the "loot" into Benny's strong-box. On the 29th WCAU staged a special broadcast from the busy corner of Broad and Walnut Sts. The station's two-day promotion was set in motion on Jan. 17 when morning disc jockey Hal Moore started daily campaigns for the fund. His efforts resulted in contributions totaling nearly $1,000.

The Needle Club, an organization of amateur and professional Connecticut politicians, raised $693 for the Mile of Dimes, during a 20-minute show on WDRC Hartford, and by asking for contributions from its members.

WTON Staunton, Va., staged a week-long *March of Dimes Record Party*, collecting $2,452 pledged by listeners. Each evening the program featured two well-known local personalities as mystery disc jockeys which the audience had to identify in order to become eligible for prizes donated by local merchants.

Small-fry viewers of WEWS (TV) Cleveland contributed $213.47 as result of an appeal by Gene Carroll, "Uncle Jake" of *Uncle Jake's House* program. In another WEWS March of Dimes appeal, viewers sent in $926 as pro-football Browns and baseball champs Indians bowled against each other in a tournament televised by WEWS.

GRANT TO PAPER

For Logansport Daytimer

NEW STANDARD station was granted by FCC last Thursday to Home Broadcasters Inc., Logansport, Ind., on 1570 kc with 1 kw daytime. Firm is chiefly owned by daily *Pharos-Tribune*.

Estimated cost of the new outlet was given as $28,860. Ownership of new grantee includes following: Pharos-Tribune Co., 76%; John J. Sharp, part owner W-S-E Motor Sales Co., president 2%; Herbert and Melvin Greensfelder, owners retail men's wear store, each 2%; Justin M. Druk, officer and 7% owner of paper, treasurer 3%; Marie Bahr Fettig, 3% owner of paper, 1%; Herman R. Schmidt, part owner department store, 3%; Edwin W. Dailey, part owner men's wear store, 3%; Dwight Wildermuth, part owner W-S-E Motor Sales, 2%; Clark Young, retail electrical appliance firm, 3%; Ralph David, hardware-electrical supply firm, vice president 3%.

'Axis Sally' Trial

GOVERNMENT prosecutors entered the second week of their battle to convict Miss Mildred E. Gillars, 48, as a traitor, who allegedly broadcast demoralizing programs to American troops [BROADCASTING, Jan. 31]. Ulrich Haupt, who played a role in a propaganda melodrama, *Vision of Invasion*, identified Miss Gillars as a Nazi broadcaster. According to another government witness, Adalbert Houben, former German radio official, Miss Gillars also played a part in the program, recorded at the FCC's monitoring station. Mr. Houben claimed the American-born woman was not forced to broadcast Nazi propaganda. A number of war veterans, some disabled, also testified.

WESTERN use of CBS Washington news bureau facilities under new subscription service now available to network affiliates was started recently on KNX Hollywood with five minute weekly *Washington Wire to the West*, Sat. (5:55-6:00 p.m. PST). Bob Stevenson is newscaster. Series includes special stories on western topics and recorded interview with western political figures.

Mr. W. T. Tieman
Atherton & Currier
New York City

Dear W.T.:

Nephew Algy come home from grammer school t'other day a-sayin' thet in all his five years in the seventh grade, he'd finally enjoyed a day. Nephew Algy knows what he's a-sayin too, "smartest 19 year old boy in these parts" . . he wuz speakin' o' course bout th' audio-visual education courses which WCHS is sponsorin' 'mongst the schools in these parts, usin' the CBS United Nations news broadcasts and them films which th' UN makes available. Naturly thet gets th' little varmits t' listenin' t' WCHS on 580 a mite earlier than usual. But they can't loose a-listenin' t' WCHS . . Terrific promotion, I sez.

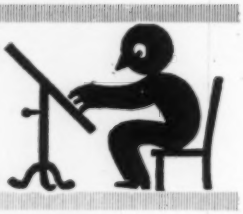
Yrs.

Algy.

WCHS
Charleston, W. Va.

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.
NBC AFFILIATE

Promotion



BEATS, special newsroom productions and Hooperatings make up WAVE Louisville's "News Report for 1948." WAVE has compiled a five-page list which includes such "beats" as: First on the-scene recorded report of International Harvester explosion (March 15, 1948; story of WHAS Louisville sale [BROADCASTING, Dec. 20, 1948]; coverage of Democratic, Republican and Progressive conventions. In addition to many other "scoops," WAVE carried beats on interviews, 19 of which were live. One mentioned was interview with Robert Magidoff, NBC's correspondent who was expelled from Moscow. Concluding its report is a partial list of 1948 Hooperatings.

Promotion Plus

ANDREW Corp., Chicago, has distributed a folder of articles written for BROADCASTING by Dr. Victor J. Andrew, chairman of the board. Reprints are from stories in Aug. 2 issue, and Oct. 11 Marketbook. Bulletin carries the complete reprints of these articles, including all tables and charts used.

Sixth of a Series

SIXTH in its series of mail pieces to be sent to local advertisers and agencies has been distributed by WCOP Boston. Current release highlights *Home & Garden News* program, heard Mon.-Sat., 6:50-7 a.m. Each of series highlights one of WCOP's programs, giving full play to sponsor, format and stars of each one.

Message in Red

NEWEST promotion of CJOR Vancouver, B. C. is red ink overprint message on the radio log of the *Vancouver Sun*. Message reads: "Tune to CJOR. . . .Dial 500. .'The Station of the Stars.'"

Talent Hunt

PROGRAM department of WGTM Wilson, N. C., is conducting search for talent in 13-week schedule of programs, offering $1,000 to winners in WGTM Talent Contest. Winners are determined by mail, which station reports has averaged more than 300 cards and letters per day over three-week period. Categories in contest include: Most talented group or individual; most talented child star; most talented singer. First and second prizes are offered in each catagory.

Personnel

JOHN BROPHY has been appointed promotion and merchandising director of Intermountain Network, Salt Lake City.

RICHARD KANE, former publicity and continuity director at WDHN (FM) New Brunswick, N. J., has joined publicity staff of WNEW New York.

ANDREW MURPHY, former publicist at ABC Chicago, has joined NBC Chicago publicity department.

BLAKE CHATFIELD, head of publicity for KNBH (TV) Hollywood, and **ROCCI MASCHETTI,** of ABC Hollywood publicity department, have announced their engagement. They plan to be married March 5.

Adjustable phase sampling loops
Isolation filters
Sampling lines
FM and AM concentric lines
Fixed capacitors
Variable capacitors
Phase sampling transformers
FM iso-couplers
Standing wave indicators
Tower lighting filters
Supports for open wire transmission lines
Pressurized capacitors
Neutralizing capacitors
Fixed inductors
Variable inductors

Write for specific information directly or through your consulting engineer.

E. F. JOHNSON CO.
WASECA, MINNESOTA

ILGWU STATION

WVUN (FM) Studios Opened

CIVIC, business and labor leaders were guests of WVUN (FM) Chattanooga at ceremonies opening station's new studios in the Hotel Patton Jan. 29. WVUN is owned by the International Ladies' Garment Workers Union.

The station went on the air nine months ago and had been programming from its transmitter house. Joe Siegel is program manager and acting station manager.

Morris Novik, radio consultant to the ILGWU, and Frederick W. Umhey, secretary of the union, both of New York, journeyed to Chattanooga for the opening ceremonies.

New England's Most Powerful Radio Station
WLAW
680 KILOCYCLES — 50,000 WATTS
WLAW-FM
93.7 MEGACYCLES — CHANNEL 229
EXECUTIVE OFFICES
LAWRENCE, MASSACHUSETTS

BROADCASTING MAGAZINE

NEWS — RUSH

870 National Press Bldg.

Washington, D. C.

ART KING, *Editor*

PROMOTION-wise WLAW Lawrence, Mass., has printed special news envelopes, like the above, to insure that radio news stories are forwarded without a moment's delay to BROADCASTING.

SHOW'S MAGIC TOUCH

WHBS Boosts Hoopers, Sales With One Word

A MAGIC WORD is being used by WHBS and WHBS-FM Huntsville, Ala. to boost Hooperatings, spot business and fasten attention of listeners to commercials.

It's not so mystic as it sounds but, in the opinion of the station, the wave of a magic wand couldn't produce any more satisfactory results.

The "magic word," according to Richard Warner, WHBS manager, is buried in the commercial messages delivered on *The Magic Word* program, a participating show. The listener identifying the word receives the cash award which has accumulated in the jackpot.

Since a Hooper stimulant was needed in two time periods, the program was divided into two half-hour sections, one in the morning and one in the afternoon.

The 10 sponsors are charged the station's one-time open spot rate (Class B time) of $2.50 per spot. Fifty cents of each spot charge is placed in the $5 daily jackpot. The station still gets its card rate of $2 per spot and the program nets approximately $100 per week for the station.

Each participating firm receives a supply of application blanks and a placard for the store window calling attention to the program. An application filed with the station constitutes registration as a contestant. Three guesses are selected on the morning show and three on the afternoon show. When the application selected does not bear a telephone number it is read over the air.

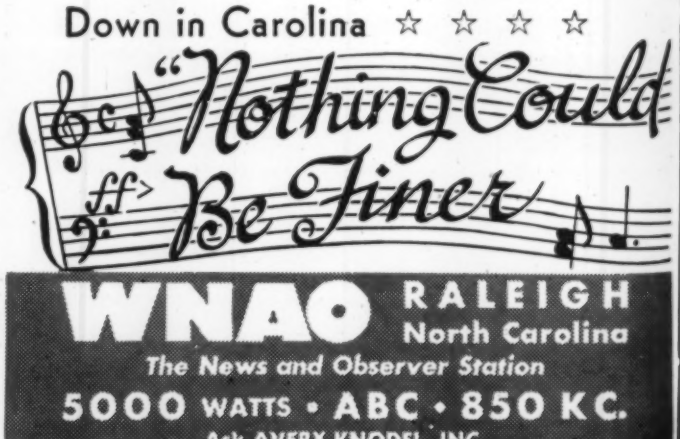
The "magic word" is known only to the station's judge, who sits at a telephone extension in another room and upon hearing the announcer spell out the guesses calls the announcer to advise him whether the guess is correct. The telephone buzz is heard on the air.

Participating firms are supplied a list of clues to the magic word. Hints are also given during the program.

The station presents a check to the firm supplying the magic word, for payment to the jackpot winner.

Each sponsor gets one good commercial daily. The first day he is in the number one position on either the morning or afternoon show and each day his position drops one level.

Mr. Warner reports, "This program has enabled us to sell difficult accounts and create . . . exceptionally good traffic."



Open Mike

(Continued from page 12)

pers was not accomplished over night."

I might add further, Mr. Miller, that I do not believe the single nation-wide survey which BMB has made is sufficient experience and evidence on which to applaud, condemn or revise the BMB operation conclusively.

I am quite willing to admit that my station may well be dissatisfied with the results it obtains from the new survey but I still feel that half a dozen nation-wide surveys will be needed before any final conclusions can be reached. I also feel that the ultimate need will be for as great a sampling as possible. We may need to multiply the present 650,000 samples several times in order to get a true picture. I shall send a copy of this letter to BROADCASTING Magazine with my permission for use as they may desire. I have an idea that many other broadcasters feel much as I do in this matter and that the final analysis should not depend solely upon the opinions of the seven board members representing NAB on the BMB board of directors.

E. J. Hodel
General Manager
WCFC (FM)
Beckley, W. Va.

* * *

Glimpse Into Future

EDITOR, BROADCASTING:

This set of drawings was done by Jack Swenson, WLOL program director.

They are a glimpse into the future. If AM broadcasting is to survive the onslaught of TV, Mr. Swenson believes AM personnel must become highly functional.

As he sees them, they have become just that.

Norman Boggs
President, Gen. Mgr.
WLOL Minneapolis

[Editor's Note: Since the time this letter was written Mr. Boggs changed to WMCA New York as general manager.]

* * *

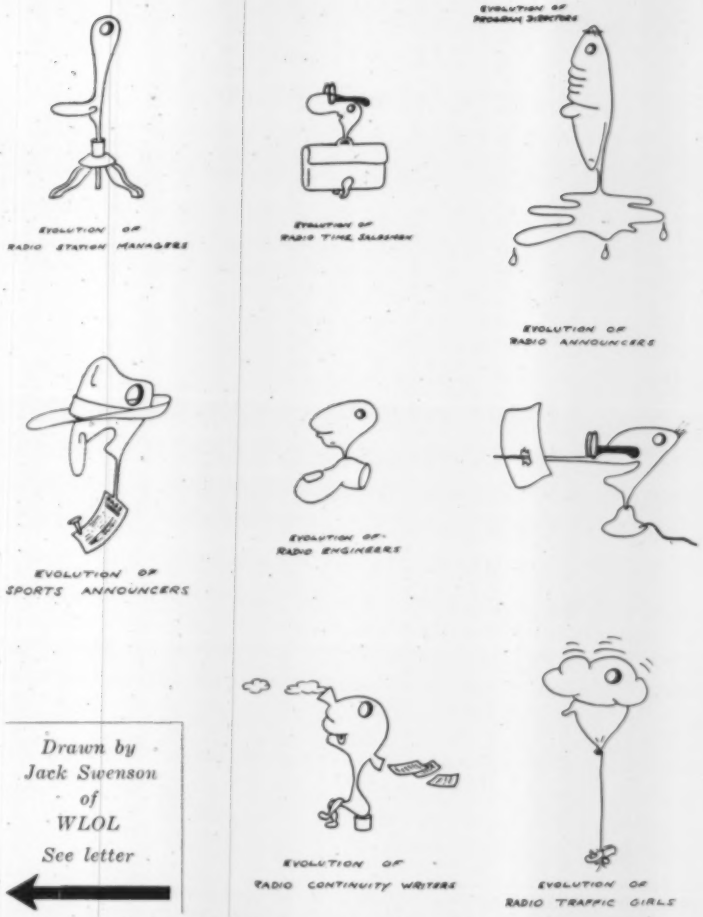
Inaugural Coverage

EDITOR, BROADCASTING:

Once more I feel the urge to tell you about a job well done by BROADCASTING. Your coverage of Inaugural plans during the weeks preceding the Inauguration and your wrap-up story were all excellent, and we feel indebted to you, Ed Keys, John Osbon, and others of your staff. In fact, your roundup is so complete that it saves me a good bit of work. I hope you don't mind if I use this story as the basis for my report to the Inaugural Committee on Parade, Ball and Gala coverage.

Kenneth D. Fry
Radio Director, Inaugural Committee
Washington, D. C.

[Editor's Note: Mr. Fry, we're flattered to have you use our story as the basis for your report.]


EVOLUTION OF RADIO STATION MANAGERS
EVOLUTION OF RADIO TIME SALESMAN
EVOLUTION OF PROGRAM DIRECTORS
EVOLUTION OF RADIO ANNOUNCERS
EVOLUTION OF SPORTS ANNOUNCERS
EVOLUTION OF RADIO ENGINEERS
EVOLUTION OF RADIO CONTINUITY WRITERS
EVOLUTION OF RADIO TRAFFIC GIRLS

Drawn by Jack Swenson of WLOL
See letter

STATION SALES

Ownership Changes Granted Five

ACQUISITION of control of WMOU Berlin, N. H., by John W. Guider, well known radio attorney and New Hampshire businessmen, for $22,875 was approved last Thursday by FCC. Consent also was granted by the Commission to ownership changes involving WBTH Williamson, W. Va.; KNUZ Houston, Tex.; KVOU Uvalde, Tex., and KSVC Richfield, Utah.

In the WMOU transaction, Mr. Guider acquires 67% interest in White Mountain Broadcasting Co. Inc., licensee, from group of seven stockholders. Mr. Guider formerly was with Washington law firm of Hogan & Hartson and he holds 30% interest in Grandview Inc., television applicant at Manchester, N. H.

Details of the transfers follow:

WMOU Berlin, N. H.—Granted transfer of control of White Mountain Broadcasting Co. Inc., licensee, from group of seven stockholders to John W. Guider, radio attorney and New Hampshire businessman. Mr. Guider buys 30% of total 455 shares for $22,875 from following: Arthur C. Bell, 85 shares; Leon C. Bell, 70; Arthur J. Bergeron, 65; Carl E. Morin, 50; George Brassard, 20; Willard D. Buber, 10, and Albert N. Morris, 5. WMOU is assigned 250 w on 1230 kc.

WBTH Williamson, W. Va.—Granted assignment of license from Williamson Broadcasting Corp. to Mingo Broadcasting Corp. for $70,000. Williamson Broadcasting, owned by Tierney family, is controlled by Louis C. and Helen Tierney. Mingo Broadcasting includes: Clarence Lovitch, furniture firm and real estate interests, president and 22.25%; Freda Lovitch, secretary 22.125%; Alice Shein, manager of WBTH, 21.875%; Phil Beinhorn, furniture business, 12.5%; James E. Pinson, auto sales, vice president 5%; E. R. Ward, banker, treasurer 5%; Luther B. Atkins, jeweler, 5%; W. M. and S. P. Goodman, insurance business, 3.125% each. WBTH is assigned 250 w on 1400 kc.

KNUZ Houston, Tex.—Granted assignment of license from Max H. Jacobs, Douglas B. Hicks and Tom J. Harling Jr. d/b as Veterans Broadcasting Co. to new partnership of same name composed of Messrs. Jacobs and Hicks, each retaining 26% interest, and Bailey Swenson and Leon Green, newcomers, each 24%. Mr. Harling retires and receives undisclosed amount representing investment. Mr. Swenson, architect, and Mr. Green, in construction business, together contribute $15,000 to new partnership. KNUZ is assigned 250 w on 1230 kc.

KVOU Uvalde, Tex.—Granted assignment of license form Edward J. Harpole, William T. Kemp and W. J. Harpole d/b as Uvalde Broadcasters to new partnership of same name and composed of the two Harpoles as equal owners. Mr. Kemp sells his one-third interest for $7,000. He is manager of KVER Albuquerque. KVOU is assigned 250 w on 1490 kc.

KSVC Richfield, Utah—Granted assignment of license from William L. Warner tr/as Sevier Valley Broadcasting Co. to new corporation of same name and composed of following: Mr. Warner, 50.006%; W. L. Warner Jr., KSVC manager, 1.604%; Dr. T. R. Gledhill, 16.13%; A. D. Willardson, 16.13%, and James G. Forsey, 16.13%. Mr. Warner Jr. paid $496 for his interest. Other newcomers paid $5,000 each. KSVC is assigned 1 kw daytime on 690 kc.

ABC AFFILIATES

Wind Up Meetings in S.F.

PRESIDENT Mark Woods and other top ABC executives wound up a series of meetings with affiliates throughout the nation with a session last week at San Francisco. About 50 representatives of ABC affiliates in the Pacific Coast and Rocky Mountain areas, comprising ABC Districts 6 and 7, participated in the meeting.

The affiliates reportedly voiced their endorsement of Mr. Woods' stand on giveaway programs, which they regarded as "good entertainment" containing "nothing offensive to morals or good taste." Mr. Woods also outlined 1949 plans and reiterated predications of a good year for the network.

Ivar Kenway, ABC vice president in charge of promotion and advertising, discussed program and network promotion plans. Other officials attending included Ernest L. Jahncke Jr., vice president in charge of station relations; Otto Brandt, director of station relations; Frank Samuels, Western Division manager; Francis Conrad, Western Division station relations manager, and Philip G. Caldwell, Western Division manager of technical operations.

TAPLINGER FIRM

Opens National P. R. Offices

FORMATION of a national organization for public relations to be known as Robert S. Taplinger and Assoc. was announced last week by Robert S. Taplinger. The company is being established in New York, Chicago and Los Angeles. It is representing top national accounts in both industrial and entertainment fields

Mr. Taplinger

The organization last week opened its West Coast headquarters located temporarily at 9507 Santa Monica Blvd., Beverly Hills, until spring when the firm's permanent offices will be completed.

Mr. Taplinger is currently in his Chicago office for a week's stay and then will go on to New York to set up the organization in that city. Subsequently he plans to divide his time between the three cities.

Mr. Taplinger had offices in these cities until 1937 when he was shifted to Hollywood by Warner Brothers to head its publicity department. Previously he was publicity manager for CBS in New York.

BECAUSE the Wartime Prices and Trade Board, Ottawa, has ruled that flour companies should not put giveaway programs on the air in view of millers receiving a government subsidy for hard-wheat flour sales, Ogilvie Flour Mills, Montreal, has cancelled as of Feb. 12, its weekly quiz show *Find Your Fortune* on 27 Trans-Canada Network stations.

At Deadline...

WJOL RENEWAL, DENIAL OF UTICA BIDS PROPOSED

DECISIONS in docket cases reported by FCC Friday included:

1. Revised proposed decision to grant renewal of license to WJOL Joliet, Ill., on condition station terminate within six months from Feb. 15 certain time contracts with A. J. Felman, in accordance with newly adopted rules prohibiting time-reservation sales, and which in 1946 were basis of proposal to deny license renewal.

2. Proposed decision to deny applications of both Utica Broadcasting Co. and U.T.K. Radio Corp. for new AM station at Utica, N. Y., on 1230 kc 250 w fulltime.

3. Final decision denying petition of WSGC Elberton, Ga., contesting 1947 new-station grant to Northeast Georgia Broadcasting Co. for WDUN Gainesville, Ga.

Revised proposed decision in WJOL case concerns further hearing held by FCC on horse-race program issue [BROADCASTING, Dec. 22, Feb. 3, 1947] after 1946 proposed decision to deny license renewal on basis of 1937 station-sale contract of Mr. Felman which provided for daily time to advertise his businesses [BROADCASTING, July 22, 1946]. Revised proposal notes WWDC Washington case finding that horse-race shows of themselves not illegal [BROADCASTING, Feb. 9, 1948] and finds no clear proof that during period of WJOL horse-race broadcasts (1946-47) illegal betting in Joliet had increased or that WJOL management had any connection with gambling interests.

Decision said "close question is presented, however, as to whether WJOL horse-race programs were designed or intended to assist illegal betting or gambling" and noted program sponsorship by Illinois Sports News' *Green Sheet* and *Blue Sheet* race papers.

Stating that overall program service of WJOL not an issue and with voluntary ban of horse-race shows now, "nothing herein presented precludes" finding continued operation would serve public interest. WJOL is owned by Joliet Broadcasting Co. and is assigned 250 w on 1340 kc.

In Utica case, Commission disqualified Mac Berger and Morris I. Henry d/b as Utica Broadcasting Co. for failure to present evidence. U.T.K. Broadcasting was proposed to be denied for failure to meet engineering standards and unsatisfactory showing of financial qualifications. Applicant include: Michael R. Hanna, manager WHCU Ithaca, and his brother Joseph; Richard H. Balch, local manufacturer; Charles S. Donnelly, Utica postmaster and ex-mayor; Robert L. Morris, attorney, and Robert Trent Jones.

HEARING DATES SET

HEARING dates reported by FCC Friday as March 21 and 28 respectively on requests of WUTV (TV) Indianapolis, The William H. Block Co. outlet, and WRTV (TV) New Orleans, Maison Blanche Co outlet, for additional time to construct their facilities. WUTV first granted Oct. 10, 1946, and WRTV Jan. 16, 1947.

WOR GIVES TRUMAN DISC

WOR New York presented President Truman with recording, made from Fox movietone news sound track, of his famous imitation of H. V. Kaltenborn, NBC commentator and news analyst. Recording also included Jan. 26 broadcast of Lyle Van's *News on the Human Side*, over WOR, in which Mr. Van also imitating Mr. Kaltenborn, thanked Mr. Truman for friendly kidding.

BOB HOPE DENIED PLEA FOR WHAS POSTPONEMENT

COMR. ROSEL H. HYDE denied Bob Hope's request for 60-day postponement of hearing on sale of WHAS Louisville last Friday, despite counsel's protest that without delay Mr. Hope would have to withdraw his competing bid for $1,925,000 purchase of WHAS properties *(early story, page 32)*.

Motion picture and other commitments make it impossible for radio and screen comedian to prepare case by scheduled Feb. 28 hearing date, Leonard H. Marks, attorney, told Comr. Hyde in motions hearing. Although he said he didn't know whether it would be sufficient, he asked whether Comr. Hyde would agree to 30-day delay, and was told to request it formally via petition. Denial of 60-day petition also applies to Hope request that hearing be held in Louisville rather than Washington.

Before withdrawing, Mr. Hope is considered sure to ask full Commission to over-rule Comr. Hyde's decision. His application, in name of Hope Productions, is one of three for acquisition of WHAS-AM-FM-TV from Louisville *Courier-Journal* and *Times*. Original contract is with Crosley Broadcasting Co. Under AVCO Rule, Fort Industry Co. and Hope Productions offered to match Crosley bid. WHAS and Crosley have petitioned FCC to repeal AVCO Rule and eliminate competing bidders from case, but FCC has not acted. It was learned, meanwhile, that FCC Examiner Leo Resnick has been designated to preside over hearing.

MERGER PLAN DROPPED

NEGOTIATIONS for merger of KIOA and KCBC Des Moines, in progress since first of year, have been abandoned, according to joint statement issued Friday by Harold E. Baker, new president and general manager of KIOA, and Rollo H. Bergeson, vice president and general manager of KCBC. Mr. Baker, former KIOA vice president and treasurer, succeeds John W. Boler as president and general manager following Mr. Boler's resignation about 10 days ago. "Legal and technical difficulties" make consolidation of two stations "not feasible," Messrs. Bergeson and Baker said.

GE OPINION METER

GENERAL ELECTRIC Co., Schenectady, has developed "recording opinion meter" which electrically compiles and records opinions of group of individuals. Average opinion of up to 100 people can be measured. Device automatically provides permanent record on moving chart. It will be used by Young & Rubicam, New York, to study audience reactions to radio and television shows. Each individual opinion is expressed secretly.

WPIX DROPS FILM SYNDICATE

WPIX (TV) New York suspending syndicated edition of its TelePIX newsreel effective Feb. 13. *New York News* video station will revamp daily news film to give more emphasis to news of the city and environs. Daily TV newsreel had been broadcast by eight stations in addition to WPIX, too small a list of subscribers to make the syndicate operation profitable for WPIX. Shift means 28 of 37 newsreel employes will leave.

BMB PRODUCTION SCHEDULES ARE MAILED

BMB production schedules for 1,949 station audience study sent to all stations. To prepare for mailing of ballots first week in March BMB staff has been augmented by 50 specialists and clerks.

Under new state quota plan, discounts start when more than 30% of stations in state subscribe to BMB. Scale is: Below 30%, no discount: 30-40%, 2% discount; 40-50%, 4%; 50-60%, 6%; 60-70%, 8%; 70-80%, 10%; 80-90%, 20. Discounts become effective July 1 based on percentage of AM stations subscribing as of May 1.

BMB said it has received 650,000 premiums for first mailing, 1,500,000 instruction sheets covering letters and envelopes, 650,000 postcards for first follow-up and 250,000 premiums for follow-ups. Original premium is plastic letter opener with magnifying glass at large end; follow-up is refrigerator dish cover.

Closed Circuit

(Continued from page 4)

Burton K. Wheeler of Montana can become chief counsel, if he wishes post. Director's job, it is thought, might go to Bailey Stortz, young Montana lawyer who served as Senate Interstate & Foreign Commerce committee clerk during most of Mr. Wheeler's tenure as committee chairman.

AM-TV PACKAGE tentatively titled *Proving Car* is being submitted by Hunt Stromberg, film producer, to Foote, Cone & Belding. AM audition record cut last week in Hollywood is priced around $5,000 and TV series to come later on film. Idea is to provide advertiser with package which is capable of transition from radio to television. All stories based upon authenticated police department records.

DRAFT REPORT slated for consideration Tuesday by ad hoc committee of FCC's Nov. 30-Dec. 3 TV-FM engineering conference [BROADCASTING, Dec. 6]. Report will be submitted by conferences' chairman, Edward W. Allen, chief of Commission's Technical Information Division. Indications still favor short cut of submitting report direct to Commission rather than follow-up conference, but latter being considered as safety measure on future inquiry. Ad hoc committee said to be leaving all policy interpretation of data for FCC.

REP. RICHARD W. WIGGLESWORTH (R-Mass.), who has been FCC's severest critic over years as member of House independent offices appropriations subcommittee has been dropped from membership in Democratic reorganization of House. Rep. Wigglesworth's main gripe has been Arde Bulova's station ownership (now confined to WOV and WNEW New York). New subcommittee comprises: Reps. Albert Thomas (D-Tex.), chairman; George W. Andrews (D-Ala.), and John Phillips (R-Calif.) holdovers from last year; Albert Gore (D-Tenn.) and Francis Case (R-S. D.), new members, although Case served on FCC subcommittee several years ago. Rep. Wigglesworth moves to deficiencies subcommittee.

UNITED PRESS is rumored to become sales agent for Multiscope, device developed by engineers at WBKB Chicago to flash news and commercials on television screens. Along with placing Multiscopes, UP will also sell its press service, it is said. WBKB began using its Multiscope commercially Jan. 24 [BROADCASTING, Jan. 24].

OPERATION:
KNOWLEDGE

No crystal ball can answer the manufacturer's question, "Is my product what the people want?" No isolated, one-shot trial in an isolated city can really prove the strength of a selling appeal. But there is a way to learn the answers to these and many other questions:

It's a test in WLW-land . . .
an "Operation: Knowledge"

In WLW's merchandise-able area, you'll find a mirror of America. Here is not just one city; but many cities of many sizes. Here live not just farming folks and not just workers in the mines or mills; but people from every walk of life—with every type of income.

Here are nearly fourteen million persons, in parts of seven states—states of the north, the south, the east and middle west. Here is a true cross section of our mighty land.

And in this vast area is a radio station unique—a station which covers the area as a network covers the nation. WLW reaches millions of people every day; but it reaches more of them in some cities than others—just as a network does. It gives vast coverage but not complete coverage—no medium or combination of media can do that for the country.

The advertiser who uses WLW alone is in the same position in WLW-land as the advertiser who embarks on a nation-wide program is in the country as a whole. What works on WLW is pretty sure to be sound throughout the land.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

Crosley Broadcasting Corporation